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**GIET UNIVERSITY, GUNUPUR - 765022**  
**B. B. A (Second Semester Regular) Examinations, May - 2024**  
**23BBAPC12002 - Managerial Communication**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right-hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. Define the listening process and briefly explain its significance in effective communication.	CO2	K2
b. Explain how common barriers to communication can affect the reading process.	CO1	K4
c. Briefly describe the characteristics of an informal communication network within an organization.	CO5	K1
d. What are the primary advantages of using cross-organizational video-teleconferencing for conducting business meetings?	CO4	K3
e. What is the primary function of notices in a corporate environment?	CO5	K1
f. Provide two strategies for ensuring professionalism in email communication.	CO3	K3
g. State the need of making oneself presentable.	CO5	K2
h. Differentiate between a debate and a group discussion.	CO1	K4
i. What is your understanding of a resume? Mention any two types of resumes.	CO6	K1
j. What is information overload?	CO1	K2

**PART – B****(8 x 5 = 40 Marks)**Answer *ALL* the questions

	Marks	CO #	Blooms Level
2. a. Compare and contrast the process of technical communication with general communication, highlighting key differences in their objectives, audience, and language usage.	8	CO1	K2
(OR)			
b. Examine the purpose and significance of reading skills in communication. Discuss how reading skills contribute to knowledge acquisition, critical thinking, and information dissemination	8	CO2	K4
3.a. Explain communication networks and elaborate on its scope and types.	8	CO1	K1
(OR)			
b. Discuss the significance of external communication. Evaluate how effective internal communication can enhance employee engagement and productivity.	8	CO5	K5
4.a. Define business letters and its importance. How is it different from personal	8	CO1	K1

letter?

(OR)

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|------|---|---|-----|----|
| b.   | Assume that you are a sales executive tasked with following up on a customer complaint received via email. Write a professional email response to the customer addressing their concerns and providing appropriate solutions. | 8 | CO4 | K3 |
| 5.a. | Define report writing and elaborate on its types.   | 8 | CO1 | K1 |
| (OR) |   |   |     |    |
| b.   | Discuss the key features of writing a good report, highlighting their significance in conveying information effectively.  | 8 | CO5 | K5 |
| 6.a. | Discuss common mistakes made during business meetings and strategies to overcome them.  | 8 | CO6 | K3 |
| (OR) |   |   |     |    |
| b.   | Analyse the Johari Window model in understanding individual nature and behaviour. How can this model aid in improving interpersonal communication within a team or organization?  | 8 | CO3 | K6 |

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