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GIET UNIVERSITY, GUNUPUR - 765022
MBA (First Semester) Regular Examinations, January - 2024
23MBAPC11001 - Managerial Communication

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks)

PART - A**(2 x 5 = 10 Marks)**

	CO #	Blooms Level
Q.1. Answer ALL questions		
a. What is digital and analogue communication in paradoxical communication?	CO1	K2
b. What is Manager's role in Johari Window model?	CO3	K1
c. What is the difference between interpersonal and impersonal communication?	CO2	K1
d. What is the difference between KP and KR feedback?	CO3	K1
e. How to deny a request and respond to a denial?	CO4	K2

PART - B**(10 x 5 = 50 Marks)**Answer **ALL** questions

	Marks	CO #		Blooms Level
2. a. What are the Principles of Communication?	5	CO2		K2
b. Why communication is important to management?	5	CO1		K1
(OR)				
c. How intrapersonal communication is the key to interpersonal communication?	5	CO2		K2
d. How to manage interpersonal relationships?	5	CO2		K1
3.a. How to manage emotions effectively?	5	CO3		K1
b. Write about the application of social exchange theory.	5	CO4		K2
(OR)				
c. How to build a team using Johari Window Model?	5	CO4		K2
d. What is interpersonal trust and how to improve it?	5	CO3		K1
4.a. Write about the barriers to communication.	5	CO3		K1
b. Write about different types of Counseling.	5	CO3		K1
(OR)				
c. Explain the critical route of persuasion and the steps involved.	5	CO4		K2
d. Explain the process of organizational change Management.	5	CO4		K2

5.a.	What are the different types of communication?	5	CO1	K1
b.	Write about Grapevine, its merits and demerits.	5	CO1	K2
(OR)				
c.	Write how to manage intercultural communication.	5	CO1	K1
d.	Explain Knapp's Relationship Model.	5	CO2	K2
6.a.	Write about the connection between power and influence.	5	CO4	K2
b.	Explain transactional analysis.	5	CO4	K1
(OR)				
c.	What are the different types of Motivation?	5	CO3	K1
d.	What are the Principles of persuasion?	5	CO4	K2

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