

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR  
(GIET UNIVERSITY)**



M.B.A. (First Semester) Regular Examinations, January – 2025

**23MBAPC11001 – Managerial Communication  
(MBA)**

Time: 3 hrs

Maximum: 60 Marks

**(The figures in the right hand margin indicate marks)**

**PART – A**

**(2 x 5 = 10 Marks)**

Q.1. Answer **ALL** questions

|  | CO # | Blooms Level |
|--|------|--------------|
| a. Explain the process to improve self-presentation.     | CO1  | K2           |
| b. Write about two misconceptions on communication.      | CO2  | K1           |
| c. Explain life scripts based on transactional analysis. | CO3  | K2           |
| d. Write the main features of active listening.          | CO4  | K1           |
| e. Write about aggressive assertion.                     | CO4  | K2           |

**PART – B**

**(10 x 5 = 50 Marks)**

Answer **ALL** questions

|   | Marks | CO # | Blooms Level |
|---|-------|------|--------------|
| 2. a. Explain Paradoxical Communication.  | 5     | CO1  | K2           |
| b. Write why there's a requirement for intercultural communication.               | 5     | CO2  | K1           |
| (OR)  |       |      |              |
| c. Explain double bind in communication.  | 5     | CO1  | K2           |
| d. Write how to manage intercultural communication.                               | 5     | CO2  | K1           |
| 3.a. How to manage Business Perception?   | 5     | CO3  | K2           |
| b. What is motivation and how to be self-motivated?                               | 5     | CO3  | K1           |
| (OR)  |       |      |              |
| c. Write about different types of motivation.                                     | 5     | CO3  | K1           |
| d. Write a short note on emotion.   | 5     | CO3  | K1           |
| 4.a. How to manage emotions?  | 5     | CO3  | K2           |
| b. Explain stereotype.  | 5     | CO3  | K2           |
| (OR)  |       |      |              |
| c. Explain perception.  | 5     | CO3  | K1           |
| d. Explain the process to improve self-presentation.                              | 5     | CO3  | K2           |
| 5.a. Write about the application of Johari Window in organizational setup.        | 5     | CO3  | K2           |
| b. Explain transactional analysis and how it helps us?                            | 5     | CO3  | K2           |
| (OR)  |       |      |              |
| c. Explain the different types of transactions based on transactional analysis.   | 5     | CO3  | K2           |
| d. Write about social exchange theory and its criticisms.                         | 5     | CO3  | K1           |
| 6.a. Explain different principles of influence.                                   | 5     | CO4  | K1           |
| b. Write the difference between peripheral route and central route of persuasion. | 5     | CO4  | K2           |
| (OR)  |       |      |              |
| c. Explain the reason for people resist to change in organizations.               | 5     | CO4  | K1           |
| d. Write the limitations of persuasion.   | 5     | CO4  | K2           |

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