

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2021 -23)
SPECIAL MID TERM EXAMINATIONS (TERM - I)
Academic Session- 2021-22

Subject Name : **Applied Managerial Communication**
Sub. Code: **PG16**

Time: **01.30 hrs**
Max Marks: **20**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

SECTION - A

04+04 = 08 Marks

Q. 1: Case Study:

Mr. and Mrs. Sharma went to Woodlands Apparel to buy a shirt. Mr. Sharma did not read the price tag on the piece selected by him. At the counter, while making the payment he asked for the price. Rs. 950 was the answer. Meanwhile, Mrs. Sharma, who was still shopping came back and joined her husband. She was glad that he had selected a nice black shirt for himself. She pointed out that there was a 25% discount on that item. The counter person nodded in agreement. Mr. Sharma was thrilled to hear that “It means the price of this shirt is just Rs. 712. That’s fantastic”, said Mr. Sharma. He decided to buy one more shirt in blue color. In no time, he returned with the second shirt and asked them to be packed. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and Rs. 1,424. Mr. Sharma could hardly reconcile himself to the fact that the counter person had quoted the discounted price which was Rs. 950. The original price printed on the price tag was Rs. 1,266.

- (A) What should Mr. Sharma have done to avoid the misunderstanding?
- (B) Discuss the main features involved in this case

SECTION - B

02×03 = 06 Marks

Q. 2: ‘Communication is multidimensional.’ Discuss this statement.

Q. 3: We are capable of thinking faster than the speed at which the average person speaks, which allows our mind to wander toward things other than listening. Explain this statement in light of barriers to active listening?

Q. 4: How does formal communication differ from informal communication? What gives rise to grapevine in organizations? How can management prevent it from spreading?

SECTION - C

03×02 = 06 Marks

Q. 5. Your Institute organizes international conference each year that attracts hundreds of participants from various academic and corporate organizations. As the student coordinator of the event you are expected to bring corporate sponsorship to make event a huge success. How would you persuade the target to agree for giving sponsorship for the event using three rhetorical appeals identified by Aristotle: ethos, pathos, and logos? Take hypothetical example of any company.

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Q. 6. Re -write the below mail again using the 7 C’s of Communication,

Hi Suzanne,

I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.

Regards

Jennifer

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q1, Q2, Q3	12
CO2		
CO3		
CO4	Q4, Q5, Q6	8
CO5		

Note: Font: Times New Roman, Font size: 12.