

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
END TERM EXAMINATION (TERM - I)

Subject Name: **Applied Managerial Communication**

Time: **02.00 hrs.**

Sub. Code: **PG16**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q.1: (A). In a large organization, all the departments are held together by communication.

Explain any two dimensions of communication in this regard.

Q.1: (B). Explain the following

a. Kinesics

b. Proxemics

Q.1: (C). ‘The appearance of a business letter, is a part of its message’. Explain the statement.

Q.1: (D). Concreteness is important while communicating. Exemplify

Q.1: (E). Active listening skills hold the key to effective communication. Explain

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: (A). Write a persuasive speech on ‘Are grades an accurate representation of learning?’ (Minimum word limit-120 words)

Or

Q. 2: (B). Write an informative speech on ‘Glass ceiling.’ (Minimum word limit-120 words)

Q. 3: (A). You have received quotation for electrical goods from Synergy Electricals Ltd. But you find that their terms of 8% discount and 30 days credit are not competitive as compared to quotations received from others. Write a letter asking them to offer you better terms. (Minimum word limit-100 words)

Or

Q. 3: (B). GLBIMR organized Induction Program on ‘Udaan’ on 4 July 2023. Write an article for social media posting in minimum 100 words highlighting the outcomes of the same.

Q. 4: Case:

Assume that you marketing manager at Nyshaa, cosmetic e-commerce, online store in Delhi, NCR. You know that many other e-commerce players in cosmetic industry, are offering loyalty program, which reward repeat customers with exclusive sales and offers, surprise coupons, premium and priority customer care, free delivery and much more. You want to write a message recommending a similar plan for Nyshaa. Assume that Riya Kapoor, your immediate manager, and the vice-

president of Nyshaa, will be only reader of your e-mail and has the authority to approve or reject your proposal. Frame your message as per the following scenarios in 80-100 words:

Q. 4: (A). Riya assumed a position at Nyshaa just six months ago and is still learning the ropes of the cosmetic industry. Up to this point your relationship with her has been cordial, although she is probably not very familiar with your work.

Or

Q. 4: (B). Riya has 20 years of experience in cosmetic industry. Riya doesn't trust your judgment in the past. She has been hesitant about accepting your ideas.

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study:

You probably write on the job all the time: proposals to clients, memos to senior executives, a constant flow of emails to colleagues. But how can you ensure that your writing is as clear and effective as possible? How do you make your communications stand out? Overworked managers with little time might think that improving their writing is a tedious or even frivolous exercise. But knowing how to fashion an interesting and intelligent sentence is essential to communicating effectively, winning business, and setting yourself apart. "As Marvin Swift memorably said, clear writing means clear thinking," said Kara Blackburn, a senior lecturer in managerial communication at the MIT Sloan School of Management. "You can have all the great ideas in the world and if you can't communicate, nobody will hear them." Luckily, everyone has the capacity to improve, says Bryan Garner, author of *The HBR Guide to Better Business Writing*. Effective writing "is not a gift that you're born with," he says. "It's a skill that you cultivate." Here's how to write simply, clearly, and precisely. Before you put pen to paper or hands to keyboard, consider what you want to say. "The mistake that many people make is they start writing prematurely," says Garner. "They work

out the thoughts as they're writing, which makes their writing less structured, meandering, and repetitive." Ask yourself: What should my audience know or think after reading this email, proposal, or report? If the answer isn't immediately clear, you're moving too quickly. "Step back and spend more time collecting your thoughts," Blackburn advises.

Make your point right up front. Many people find that the writing style and structure they developed in school doesn't work as well in the business world. "One of the great diseases of business writing is postponing the message to the middle part of the writing," says Garner. By succinctly presenting your main idea first, you save your reader time and sharpen your argument before diving into the bulk of your writing. When writing longer memos and proposals, Garner suggests stating the issue and proposed solution in "no more than 150 words" at the top of the first page. "Acquire a knack for summarizing," he says. "If your opener is no good, then the whole piece of writing will be no good."

Questions:

Q. 5: (A). Explain seven writing strategies for effective communication.

Q. 5: (B). Explain any three AI powered tools for developing crisp, engaging and error-free content.

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's Taxonomy Level	Marks Allocated
Q. 1:	CO1	L1, L2	5 marks
Q. 2:	CO2	L3, L4	7 marks
Q. 3:	CO3	L5, L6	7 marks
Q. 4:	CO4	L5, L6	7 marks
Q. 5:	CO5	L5, L6	14 marks

