

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -II)

Subject Name: **Applied Managerial Communication-II**

Time: **02.00 hrs**

Sub. Code: **PG25**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks 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.

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
<p>Your marketing professor has given you to prepare a project report on title “Coke versus Pepsi: The Battle Continues.”</p> <p>Q. 1: (A). Enumerate the chapters for the above project report.</p> <p>Q. 1: (B). What could be the proposed objectives of your project?</p> <p>Q. 1: (C). How would you apply APA referencing to accurately cite various types of sources, such as scholarly articles, industry reports, and online sources? Give an example by inventing details.</p> <p>Q. 1: (D). Provide an example of a graph or table that could be included in the report to illustrate a key trend or comparison between Pepsi and Coke products.</p> <p>Q. 1: (E). Provide examples of various research sources that would be particularly relevant to this report.</p>	CO4	L3, L4, L5
<u>SECTION – B</u>		
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
Questions	CO	Bloom's Level
<p>Q. 2: (A). Your Institute organizes Inter-Institute Cultural Festival – Sankalp each year which attracts hundreds of participants from various institutes. As the student coordinator of the event, you are expected to bring sponsorship to make the event a huge success. Draft a persuasive message/pitch to bring sponsorship for the event using the AIDA model. Invent necessary details.</p> <p style="text-align: center;">Or</p> <p>Q. 2: (B). Write a persuasive message/pitch for promoting the perfumes made out of recycled flowers by your company. Since most customers are busy people, use techniques for catching their attention while following the AIDA Plan?</p> <p>Q. 3: (A). Describe the key steps involved in developing and maintaining a compelling digital profile suitable for professional purposes. In your answer,</p> <ol style="list-style-type: none"> a) Elaborate on the importance of each step and provide practical strategies for implementation across various online platforms. b) Critically evaluate the potential advantages and risks associated with managing digital profiles, emphasizing the significance of privacy, authenticity, and reputation management in the digital realm. <p>Support your response with relevant examples</p> <p style="text-align: center;">Or</p>	CO1	L3, L4, L5, L6
	CO2	L3, L4,

<p>Q. 3: (B). You are applying for a position of marketing executive in Advant Technologies after reading the advertisement published in The Times of India. You are supposed to respond to this advertisement and furnish the following details to the prospective employer:</p> <p>a) Write a cover letter to the HR manager for the said position. b) Prepare a Resume for the aforementioned job posting. Invent details accordingly.</p> <p>Q. 4: (A). You have been shortlisted for a telephonic interview with a potential employer. The interview is scheduled for tomorrow, and you want to ensure that you make a positive impression over the phone. How would you prepare for this telephonic interview in terms of both technical and communication aspects?</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Imagine you are a manager overseeing a team of customer service representatives in a call centre environment. One day, a frustrated customer calls in, complaining about frequent disruptions in their internet service. The customer expresses dissatisfaction with the company's reliability and demands an immediate resolution to the issue. As a manager, how would you handle this situation?</p>	CO3	L5, L6 L3, L4, L5
<p><u>SECTION - C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom's Level
<p>Q. 5: Case Study:</p> <p>Imagine you are a project manager tasked with coordinating a team of diverse individuals spread across different time zones. Effective communication via email is crucial for ensuring smooth project progress. Reflect on the following scenario and provide your insights:</p> <p>Scenario: You need to communicate a change in project timelines to your team members via email. Some team members are located in different countries and may have varying cultural norms regarding communication styles and expectations. Additionally, you must ensure clarity and professionalism in your message to avoid misunderstandings. Consider factors such as language choice, formatting, tone, and the use of appropriate salutations and closings. Furthermore, Support your response with practical strategies and examples.</p> <p>Questions:</p> <p>Q. 5: (A). Critically analyze potential challenges that may arise due to cultural differences in communication styles and how you would proactively address them to promote inclusivity and understanding within your team.</p> <p>Q. 5: (B). Craft an email that effectively conveys the necessary information while respecting cultural differences and maintaining a tone that fosters collaboration and mutual respect?</p>	CO3	L3, L4, L5, L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO4	5 Marks
CO1	7 Marks
CO2	7 Marks

CO3	7 Marks
CO3	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create