

VPM's
DR VN BRIMS, Thane
Programme: MMS (2025-27)
First Semester Regular Examination December 2025

Course Name:	Managerial Communication	Course Code	MMS- C 109
Roll No.		Marks	30
Total No. of Questions	3	Duration	1 Hour
Total No. of printed pages	2	Date	27/12/25

Course Outcome Statements:

CO1: Recall the concepts and terminologies in communication and personality development.

CO2: Relate theories and various forms of communication used in workplace environment.

CO3: Apply communication techniques to real-world management scenarios, including personality development, business presentations, report writing, and interpersonal communication.

CO4: Analyze different issues of communication (verbal, non-verbal, written, and digital) and their impact on organizational effectiveness.

CO5: Critically assess communication techniques used in diverse management scenarios.

Instructions: -		Marks	BL	CO
Q. No 1 (All Questions are Compulsory)				
Q. No.	Questions			
Q. 1	Case/Case-let Study / Answer the following			
	<p>Riya, a high-performing management trainee, was selected to present a strategic market expansion proposal to the company's senior leadership team. The content of her presentation was well-researched, data-driven, and aligned with organizational goals. However, during the presentation, several issues emerged. Riya relied heavily on text-heavy slides, frequently read from them, and avoided eye contact with the audience. Her voice was low and monotonous, and she appeared visibly nervous, often fidgeting and standing rigidly behind the podium. When questioned by senior managers, she provided accurate answers but used overly technical language, making it difficult for non-functional leaders to follow her points. Despite the strong proposal, the leadership team seemed unconvinced and postponed the decision.</p> <p>Post-presentation feedback revealed a dilemma: while Riya's content quality was strong, her presentation delivery and communication effectiveness significantly reduced the impact of her message. The management team now debates whether to approve the proposal based solely on merit or request a revised presentation, considering the importance of communication skills at leadership levels.</p> <p>Questions:</p> <p>a) Evaluate the verbal and the non-verbal errors in Riyas presentation. Should presentation skills overshadow the content quality in leadership decision-making? Justify your answer.</p>	10	Level 5	CO5

		b) Critically assess whether the leadership team’s decision to postpone approval is appropriate. In your opinion, what criteria should be prioritized when evaluating such important business presentations?			
Q. 2		Answer the following			
a	i	Rohit, a newly appointed management trainee, was asked to attend an important client meeting along with his team. While Rohit was well-prepared with facts and contributed relevant points during the discussion, he arrived wearing casual attire that did not align with the organization’s formal dress expectations. His grooming appeared inconsistent, with untidy hair and minimal attention to professional appearance. Although the client did not openly comment on Rohit’s appearance, senior team members later observed that the client engaged less with Rohit compared to other team members. Internally, the team debated whether grooming should matter when an employee’s knowledge and contribution are strong. Analyze how Rohit’s personal grooming may have influenced the client’s perception and the team’s response. Also mention the factors Rohit should have taken care of before the meeting.	5	Level 4	CO4
	ii	You are required to request data from another department to complete an urgent management report. Draft a professional email applying appropriate subject line, tone, structure, and closing to request the required information within a specified deadline.	5	Level 3	CO3
Or					
b	i.	A cross-functional team was formed to work on a time-sensitive client project. The project manager shared instructions primarily through lengthy emails filled with technical jargon. Team members from non-technical backgrounds found it difficult to understand the expectations but hesitated to seek clarification. Additionally, virtual meetings were often conducted with poor audio quality and frequent interruptions. As the project progressed, delays occurred and deliverables did not meet client expectations. Team members later expressed that unclear messages, hesitation to speak up, and technological issues affected their understanding of tasks. Analyze the communication barriers present in this scenario. How do these barriers contribute to misunderstandings and reduced team effectiveness?	5	Level 4	CO4
	ii	Illustrate how would you optimize your day by applying the key principles of Time Management?	5	Level 3	CO3
Q. 3		Answer the following			
a	i	Explain any 2 types of Reading techniques.	5	Level 2	CO2
	ii	What is Self-Assessment. Explain the same with its steps?	5	Level 1	CO1
Or					
b	i.	Explain the techniques used to manage stress?	5	Level 2	CO2
	ii	What are the different types of Listening and which one is most effective?	5	Level 1	CO1