VPM's
DR VN BRIMS, Thane
Programme: MMS (2024-26)
First Semester Regular Examination January 2025

Course Name:	**Managerial Communication**	**Course Code**	**C-109**
Roll No.		**Marks**	**30**
Total No. of Questions	3	**Duration**	**1 Hour**
Total No. of printed pages		**Date**	**7/01/25**

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.
CO6: Create a comprehensive presentation to enhance the skill of communication.

Instructions: -			**Marks**	**BL**	**CO**
Q. No 1 (All Questions are Compulsory)					
Q. No.		**Questions**			
Q. 1		Case/Case-let Study / Answer the following			
		Orion Tech, a mid-sized software development company, recently undertook a major project for a high-profile client. The project team, led by manager Anjali, included skilled developers and designers. Despite their technical expertise, the project faced delays and client dissatisfaction due to communication gaps. 1. During the initial meetings, the team misunderstood the client's requirements due to vague questions and assumptions. 2. Anjali relied heavily on email updates, which often lacked clarity and led to confusion among team members. 3. During a critical progress review, one team member used jargon-filled technical language that the client couldn't understand, leading to frustration. 4. Feedback from the client was not effectively communicated to the team, resulting in repeated mistakes. Despite completing the project, the client expressed dissatisfaction with the communication throughout the process. Anjali was tasked with identifying the root causes of the communication issues and implementing improvements for future projects.	**10**	**Level 5**	**CO5**

		Questions: A) **Assess** if written communication (emails) was suitable for critical updates in this scenario. Suggest alternative methods that could have been more effective. B) **Evaluate** the role of listening, clarity, and feedback in effective communication. How could these principles would have changed the outcome of the project?			
Q. 2		Answer the following			
a	**i**	Romil and Sandeep had to go to the market to buy some essential stuff. They decided to borrow a bike from one of their friends in college. When they asked their friend Amar for a bike, he responded "Normally, I do not lend my bike to anyone. A few days ago, I lent it to Arpan and the bike developed some problem, there was an overflow of petrol." Romil and Sandeep thanked their friend politely and left without further conversation. Amar was surprised and wondered why his friends did not take the bike they wanted to borrow. **Analyse** Amar's response in this situation. Also mention the type of barrier relevant in this situation.	**5**	**Level 4**	**CO4**
	ii	**Applying** the concept of writing effective emails, write an email for the mentioned situation: "Write an email to your colleague informing about your upcoming leave for 10 days due to personal work and requesting him/her to take care of your responsibilities specially team meeting and follow up on work deadlines.	**5**	**Level 3**	**CO3**
Or					
b	**i.**	During a campus placement drive, a student with exceptional academic achievements appears for an interview wearing a shirt and jeans with beard look and displaying a casual attitude. Despite his impressive credentials, the recruiter seems hesitant to select him. **Analyse** the dilemma of the recruiter to hire such student and also what advice would you give to such students on professional behaviour to improve his selection.	**5**	**Level 4**	**CO4**
	ii	**Identify** how should one prioritize the task to manage time effectively?	**5**	**Level 3**	**CO3**
Q. 3		Answer the following			
a	**i**	**Outline** the factors that act as barrier to Listening skills	**5**	**Level 2**	**CO2**
	ii	**Explain** the gestures with examples that reflect lack of confidence in an individual.	**5**	**Level 1**	**CO1**
Or					
b	**i.**	**What** are the 3 P's of Self Discovery. Elaborate?	**5**	**Level 2**	**CO2**
	ii	**What** do you mean by Reading skills and list any 3 types of reading techniques in detail.	**5**	**Level 1**	**CO1**