



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
END TERM EXAMINATION (TERM -I)

Subject Name: Managerial Communication

Time: **02.30 hrs**

Sub. Code: PG-06

Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

Q. 1 (A): Military and other uniforms carry a significant amount of information about the wearer. Most of this is portrayed in iconic/symbolic form with occasional archaic origin. What does this form of communication tell us about society and the individual? **CLO 2**

Q. 1 (B): What do you mean by the saying, “Face is the index of the heart”? **CLO 2**

Q. 1 (C): What does the statement “Incongruity between peoples’ verbal and non-verbal codes puzzles the observers” mean. **CLO 2**

Q. 1 (D): Henry David said “In human relationships, the tragedy begins, not when there is misunderstanding about words, but when silence is not understood”. In light of the above statement explain how silence can be a powerful non-verbal weapon. **CLO 2**

Q. 1 (E): ‘Social Behavior and manners in one country may be considered rude in another’. Explain with suitable examples. **CLO 2**

SECTION - B

10 x 3 = 30 Marks

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

Q. 2: A You are applying for a position of Management trainee (Marketing) in LG Electronics 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. Write a cover letter to the HR manager for the said position. Invent details accordingly **CLO3**

or

B Assume that you are Prateek Raj, a Fellow doing research in marketing management at Indian Institute of Management, Ahmedabad. Write a letter to Ashok Ranjan, the marketing Manager of Petronet LNG Limited, World Trade Centre, Barbar Road, Barakhambha Lane, New Delhi-110001. Request him to send you information about the company’s marketing activities. Tell him that you need the information for market research purposes. **CLO3**

Q. 3: A Your Institute organizes Inter-Institute Sports Festival each year that attracts hundreds of participants from various institutes. As the student coordinator of the event you are expected to make the event a huge success. Draft a speech/message encouraging the prospective participants to register for the event using three rhetorical appeals identified by Aristotle: ethos, pathos, and logos? **CLO4**

or

or B Draft a sales pitch promoting the Car Caring Company. Since most customers are busy people, use three rhetorical appeals identified by Aristotle: ethos, pathos, and logos for quick scan communication? **CLO4**

Q. 4: A Will there be a 'paperless' office? If not why? If yes why? Give reasons in support of your answer. **CLO5**

or B Discuss the impact of the IT revolution on the role of a present day CEO with respect to communication? **CLO5**

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study:

I don't want to speak to you. Connect me to your boss in the US," hissed the American on the phone. The young girl at a Bangalore call centre tried to be as polite as she could. At another call centre, another day, another young girl had a Londoner unleashing himself on her, "Young lady, do you know that because of you Indians we are losing jobs?" The outsourcing backlash is getting ugly. Handling irate callers is the new brief for the young men and women taking calls at these outsourced job centres. Supervisors tell them to be „cool“. Avinash Vashistha, managing partner of NEOIT, a leading US-based consultancy firm says, "Companies involved in outsourcing both in the US and India are already getting a lot of hate mail against outsourcing and it is hardly surprising that some people should behave like this on the telephone." Vashistha says Indian call centres should train their operators how to handle such calls. Indeed, the furor raised by the Western media over job losses because of outsourcing has made ordinary citizens there sensitive to the fact that their calls are being taken not from their midst, but in countries such as India and the Philippines. The angry outbursts the operators face border on the racist and sexist, says the manager of a call centre in Hyderabad. But operators and senior executives of call centres refuse to go on record for fear of kicking up a controversy that might result in their companies" losing clients overseas. "It's happening often enough and so let's face it," says a senior executive of a Gurgaon call centre, adding, "This doesn't have any impact on business."

Question

Q5(A): Suppose you are working as an operator in a call centre in India and receiving calls from Americans and Londoners. How would you handle such calls? **CLO 1**

Q5(B): Do you agree with the view such abusive happenings on the telephone do not have any Impact on business. **CLO 1**

(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO2	10 marks
Q. 2:	CO3	10 marks
Q. 3:	CO4	10 marks
Q. 4:	CO5	10 marks
Q. 5:	CO1	20 marks

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