

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

**PGDM & PGDM (GENERAL) (2022-24)**  
**END TERM EXAMINATION (TERM - I)**

Subject Name: **Applied Managerial Communication**

Time: **02.30 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):** Describe the Audience – centered Communication, both in context of written and oral communication.

**Q. 1 (B):** Proxemics – is it important at workplace? How?

**Q. 1 (C):** You are giving an online presentation and you are not sure whether participants are attentive or not. How would you capture the attention of the participants? Give suitable examples.

**Q. 1 (D):** How you speak is more important than what you speak. Comment

**Q. 1 (E):** Revise the following business message so as to make them simpler, more concise and effective:

The expectations of the chairman for the stock dividend were accentuated by the preponderance of evidence that the company was in good financial condition.

(CO1 L1)

**SECTION - B**

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

**7 x 3 = 21 Marks**

**Q. 2: A.** How do you interpret the following non-verbal cues being sent by others? Do they always mean the same to you? What role does the context/situation play in your interpretation? Yawning, drooping shoulders, raised eyebrows, and leaning on a chair. (CO2 L2)

**or**

**Q. 2: B.** You have attended several online lectures, webinars, and conferences. List all the listening barriers that people are likely to face particularly while attending events on virtual platform. In what ways, interaction on virtual platforms can be made more relevant, engaging, and meaningful. (CO2 L3)

**Q. 3: A.** You are the customer relationship manager of a laptop manufacturing company. A particular customer who had bought a laptop is facing problems and wants a replacement. However, replacing the laptop is difficult for you. You need to persuade him to take the laptop to the nearest service center to get it repaired. Write an appropriate e-mail to the customer. (CO3 L3)

**or**

**Q. 3: B.** As a management student, write an email to invite a successful woman business leader to your Institute for a Special Guest Talk on International Women's Day. (CO3 L6)

**Q. 4: A.** Your company plans to send you to Germany for a project. Before reaching there, you want to get well-accustomed to the culture of the country as you feel this is important. What are the activities you should take up to understand the German culture better? (CO4 L5)

**or**

**Q. 4: B.** A US firm sent its senior level manager, Ammy Red, to negotiate a contract for a chain of fast-food restaurants in Saudi Arabia. What cultural attitudes and behaviors should she expect to encounter? How should she deal with them?

(CO4 L4)

### SECTION - C

Read the case and answer the questions

**7×02 = 14 Marks**

**Q. 5: Case Study:**

The section head of customer relations office at XYZ Company has decided to send inspirational quotes to his employees repeatedly throughout the day to keep them motivated. He was inspired by a workshop he had attended earlier on the same theme. To maintain good customer relations, the employees are expected to promptly respond to customers' queries and address their complaints through emails, phones, and social media feeds. This could be very stressful, given that currently the number of complaints has exponentially increased due to Covid19 situation and the closure and restrictions imposed by the government. Manisha, having a great record in meeting deadlines, has also been greatly affected by this situation because even she is not able to keep up with increase in inquiries and complaints made by the customers. The inbox is constantly full, the phone keeps ringing and social media notifications keep on popping. Manisha, along with her colleagues and after consulting the section head, has decided earlier to follow a more organized and strategic approach in finishing her work. Each hour, they will respond to the 5 earliest emails, 5 phone calls and 10 social media feeds. The employees were relieved by this decision because they usually receive only customers' emails in their inboxes and no filtration is required. However, the manager's new approach to motivate the employees has led them to be more stressed than relieved. They started receiving countless inspirational emails from him throughout the day that they had to filter through their inbox to find customers emails; this affected their working pace. Added to that, the company could not pay its internet bills as frequently leading to slow connection with nonstop customers' complaints for delayed responses. Manisha could not bear this anymore and she blow at the weekly staff meeting threatening to resign unless the situation is alleviated.

**Answer the following questions:**

#### **Question**

**Q. 5: (A).** What led to communication failure in this case? Explain in detail.

**Q. 5: (B).** How could the section head have achieved his goal without disrupting the employees? Give examples.

(CO 5 L2 L4)

#### **Mapping of Questions with Course Learning Outcome**

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