

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

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

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

Time: **02.00 hrs**

Sub. Code: **PG33**

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.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

**CO1-** To understand the placement process, and prepare students for facing the Versant Test through Me Pro.  
**CO2-** To improve students' GD Skills  
**CO3-** To improve students' competencies to ace the personal interview round.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 1: (A).</b> Briefly Introduce yourself. <b>Q. 1: (B).</b> Write five essentials needed before the Interview. <b>Q. 1: (C).</b> Mention your two Strengths and one weakness? <b>Q. 1: (D).</b> Briefly specify, your Career Objective (as per your specialization). <b>Q. 1: (E).</b> "Why should we hire you", Answer briefly.	CO1	L1

**SECTION – B**

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**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 2: (A).</b> "During a group discussion, you notice one member dominating the conversation, while others struggle to get their points across. How would you facilitate a balanced discussion to ensure everyone's perspectives are heard and valued?"  <p style="text-align: center;">Or</p> <b>Q. 2: (B).</b> "In a group discussion about a contentious topic, you observe two members engaging in a heated argument, disrupting the flow of conversation. How would you intervene to de-escalate the situation while ensuring the discussion remains productive and respectful?"	CO2	L2
<b>Q. 3: (A).</b> "Imagine you're participating in a group discussion where the topic is complex and multifaceted, and everyone seems to have diverging opinions. How would you effectively contribute your insights while also respectfully acknowledging and building upon the contributions of others to steer the discussion towards a constructive outcome?"  <p style="text-align: center;">Or</p> <b>Q. 3: (B).</b> "In a group discussion where the facilitator emphasizes active listening and collaboration, you notice some participants struggling to find opportunities to speak up. How would you employ strategies to ensure your	CO2	L2,L3

<p>voice is heard without overshadowing others, thus maximizing your impact on the discussion?"</p> <p><b>Q. 4: (A).</b> "Suppose you're in an interview for a management position, and the interviewer asks you to provide a specific example of how you handled a difficult employee conflict in your previous role (suppose the previous role in college time). How would you approach framing your response to effectively demonstrate your conflict resolution skills while also highlighting your leadership abilities?"</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (B).</b> "Imagine you're interviewing for Management trainee position, and the interviewer presents you with a problem to solve on a whiteboard. How would you tackle the problem under pressure, explaining your thought process and approach to ensure the interviewer understands your problem-solving abilities and speaking proficiency?"</p>	CO3	L3
<p><b><u>SECTION - C</u></b></p> <p>Read the case and answer the questions <span style="float: right;"><b>7×02 = 14 Marks</b></span></p>		
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p><b>Q. 5: Case Study:</b>  <b>Introduction:</b>  John, a seasoned marketing professional with over a decade of experience, finds himself unexpectedly laid off from his previous job due to company restructuring. Determined to find a new opportunity quickly, John embarks on a job search journey filled with challenges and learning experiences.</p> <p><b>Initial Stage:</b>  After updating his resume and LinkedIn profile, John begins applying for marketing manager positions at various companies. He also reaches out to his professional network for job leads and recommendations. Despite his qualifications and extensive experience, John faces stiff competition in the job market, with many companies receiving hundreds of applications for each position.</p> <p><b>First Interview:</b>  John receives an invitation for an interview at a mid-sized marketing agency. The interview panel consists of the HR manager, the director of marketing, and a senior account manager. During the interview, John impresses the panel with his strategic thinking, creative ideas, and past successes in driving marketing campaigns. However, he struggles to provide specific examples of his recent achievements due to confidentiality agreements with his previous employer.</p> <p><b>Feedback and Improvement:</b>  Although John does not receive an offer from the marketing agency, he requests feedback on his interview performance. The HR manager provides constructive feedback, suggesting that John work on articulating his recent accomplishments more effectively and tailoring his responses to match the company's needs.</p> <p><b>Second Interview:</b>  Encouraged by the feedback, John continues his job search and secures another interview, this time at a technology startup looking to expand its marketing team. During the interview, John focuses on highlighting his recent achievements and aligning his experiences with the startup's goals and culture. He also emphasizes</p>	CO3	L4,L5

<p>his adaptability and willingness to learn new technologies and marketing strategies.</p> <p><b>Offer and Acceptance:</b>  Impressed by John's performance in the interview, the startup extends him an offer for the marketing manager position. John carefully evaluates the offer, considering factors such as salary, benefits, company culture, and growth opportunities.  Ultimately, John accepts the offer and is excited to embark on a new chapter in his career, leveraging his skills and experiences to contribute to the startup's success.</p> <p><b>Questions:</b>  <b>Q. 5: (A).</b> Can you provide examples of strategies for networking and leveraging your professional connections to uncover job opportunities during a job search?  <b>Q. 5: (B).</b> How do you evaluate job offers, considering factors such as salary, benefits, company culture, and growth opportunities?  (Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>		
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**Kindly fill the total marks allocated to each CO's in the table below:**

COs	Marks Allocated
CO1	5 Marks
CO2	14 Marks
CO3	21Marks

**(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**