

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -III)

Subject Name: **Applied Managerial Communication (AMC II)**

Time: **02.00 hrs**

Sub. Code: **PG31**

Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

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

Cos	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	To apply and analyze presentation techniques for effective communication	Apply: L-3 Analyze: L-4
CO-2	To craft compelling, professional resumes that showcase relevant skills and achievements.	Evaluate: L-5 Create: L-6
CO-3	To develop persuasive cover letters tailored to specific roles and industries	Evaluate: L-5 Create: L-6
CO-4	To enhance professional communication skills for email, phone and virtual interactions in diverse settings.	Evaluate: L-5 Create: L-6
CO-5	To create engaging video resumes that highlight students' unique strengths.	Evaluate: L-5 Create: L-6
CO-6	To foster writing proficiency to produce clear, concise, and impactful professional content.	Evaluate: L-5 Create: L-6

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q.1: (A). Why is understanding your audience critical for delivering an effective presentation?	1	L1 & L2
Q.1: (B). Explain any two techniques that can make your presentation more engaging and memorable for your audience.	1	
Q.1: (C). Highlight the five steps of Monroe Motivated Sequence.	1	
Q.1: (D). What key activities, experiences, or collaborations would you include under the heading 'Industry-Academia Participations' in your resume?	2	2
Q.1: (E). With the increasing use of Applicant Tracking Systems (ATS) in recruitment, how would you design your resume to ensure it is ATS-friendly?	2	
Q 1: (F). Are resumes overrated? Give supporting statements.	2	

SECTION – B

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

6 x 3 = 18 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A). ABC NGO is seeking a passionate and dedicated intern to support NGO's initiatives. The role involves assisting with research, data collection, and community outreach programs. Interns are expected to help coordinate events, prepare reports, communicate with stakeholders, and generate funds. Strong communication, organizational, and problem-solving skills are essential. This internship offers hands-on experience in the non-profit sector, providing an opportunity to contribute to meaningful social change while gaining valuable insights into the operations of an NGO. Draft a cover letter addressing Mr. Rahul Tandon, Assistant Manager-HR, ABC for grabbing this internship opportunity.</p> <p style="text-align: center;">Or</p> <p>Q. 2: (B). XYZ, KPO is looking for a detail-oriented and proactive intern to join their Knowledge Process Outsourcing (KPO) team. Responsibilities include conducting market research, data analysis, and preparing reports. The role requires proficiency in data management, strong analytical skills, and the ability to work with complex information. Interns will gain exposure to client interactions and assist in delivering high-quality solutions. Draft a cover letter addressing Ms. Pooja Ahuja, Assistant Manager-HR, XYZ for grabbing this internship opportunity.</p>	3	L4, L5, L6
<p>Q. 3: (A). Write a persuasive speech on 'The Role of Individual Responsibility in Promoting Sustainable Behavior: How Can We Drive Change' using AIDA model? (Minimum word limit-120 words)</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B). Write a persuasive speech on 'AI-Savvy Leadership: The Key to Navigating the Future of Work' using AIDA model? (Minimum word limit-120 words)</p>	1	L4, L5, L6
<p>Q. 4: (A). You are a real estate agent working at a property agency. A potential client has shown interest in a luxury apartment but has not yet decided. You need to follow up and remind them about the apartment's key features and offer to schedule a tour or provide further information. Draft a professional email to your client with required information and addressing any concerns the client might have.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). You are a project manager at a tech company, and you need to inform your client about a change in the project deadline due to an unexpected issue with one of the software tools being used. You want to communicate the new deadline clearly and reassure the client that you are working on a solution to avoid future delays. Draft a professional email to your client informing him/her about the deadline change and addressing any concerns the client might have.</p>	4	L4, L5, L6
<u>SECTION - C</u>		
Read the case and answer the questions 5×02 = 10 Marks		
Questions	CO	Bloom's Level
<p>Q. 5: Case Study: During internships across diverse industries, PGDM students from PQR Institute were required to submit detailed reports summarizing their projects and contributions. These reports were intended to reflect their understanding, analytical skills, and ability to communicate insights effectively. However, a review of the reports revealed recurring errors that hindered the overall impact of their work. Many students submitted reports without a clear</p>		

<p>framework, leading to scattered thoughts and difficulty in navigating the content. Sections like the executive summary, objectives, methodology, findings, and recommendations were either missing or poorly defined. Reports lacked concise and actionable language required in business settings. Also, despite working with data during their internships, students frequently failed to integrate it effectively into their reports. Graphs, charts, and tables were either absent or poorly presented, reducing the clarity of their findings. Moreover, reports often did not address the expectations of their target audience, such as internship faculty mentors or industry leaders. This led to irrelevant details being included, while critical insights were overlooked. The report also had basic errors in grammar, punctuation, and formatting which gave the impression of unprofessionalism. Lack of proofreading was evident in many submissions too.</p>	<p>6</p> <p>6</p>	<p>L1, L2, L3, L4</p>
<p>Questions:</p> <p>Q. 5: (A). If you get an opportunity to conduct a report-writing workshop, explain 7 techniques for generating effective report.</p> <p>Q. 5: (B). Explain the following:</p> <ol style="list-style-type: none"> APA Style Reference In-Text Citation Plagiarism DOI Text Alignment Grammar Checker Tools Paraphrasing 		

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Bloom's taxonomy level	Marks Allocated
CO1, CO2	1	L1, L2	12
CO3	2	L4, L5, L6	06
CO1	3	L4, L5, L6	06
CO4	4	L4, L5, L6	06
CO6	5	L1, L2, L3, L4	10

(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