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Institute of Management & Research
Greater Noida
FIND YOUR SPARK

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

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

Subject Name: **Applied Managerial Communication-III**	Time: **02.00 hrs**
Sub. Code: **PG42**	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 the all the course outcomes as per your TLEP in the box given below:

COs	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	Understand the purpose, structure, and stages of job interviews, and formulate appropriate responses to commonly asked questions.	Understand: L-2 Apply: L-3
CO-2	Demonstrate effective pre-interview preparation techniques including research, image management, and communication.	Understand: L-2 Apply: L-3
CO3	Apply strategies for effective verbal and non-verbal communication using language assessment tools such as Pearson MePro and Versant.	Apply: L-3 Analyze: L-4
CO-4	Analyze and evaluate personal and professional traits using psychometric tools such as the MBTI to enhance career alignment and placement readiness.	Analyze: L-4 Evaluate: L5
CO5	Analyze different types and formats of Group Discussions (GD) and apply strategies for effective participation and leadership in GD activities.	Apply: L-3 Analyze: L-4
CO6	Design a customized, professional resume tailored to specific job roles, effectively showcasing achievements, skills, and relevant experiences.	Level 6 – Create

SECTION - A

Attempt all questions. All questions are compulsory.   **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A): What is the STAR technique used in personal interviews, and how does it help candidates structure their responses effectively?	1	L2, L3
Q. 1: (B). Why is the 'closing stage' of a personal interview important for a management candidate?	1	L2, L3
Q. 1: (C). What key elements should be included in a well-structured self-introduction during a personal interview, and why are they important?	1	L2, L3
Q. 1: (D). What key areas should candidate research before appearing for a job interview?	2	L2, L3
Q. 1: (E). With the help of two examples explain how image management can improve the candidate's professional impression.	2	L2, L3

Q. 1: (F). How do alignment of personal attributes and alignment of role-specific requirements differently influence a candidate's suitability in the selection process. Exemplify.	2	L2, L3

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SECTION – B

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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
Q. 2: (A). In a group discussion on the controversial topic 'Should AI replace human decision-making in business?', you observe that Rina strongly argues in favour of complete AI-driven decisions, and a few students reinforce her view without offering much justification. Meanwhile, others disagree but hesitate to voice their counterpoints due to the dominating tone. As a management student, critically describe how you would participate in this situation. Explain your key points relevant to the topic having balanced and evidence-based arguments, in order to guide the group towards a more analytical and inclusive discussion without intensifying the conflict.	5	L3, L4
Or **Q. 2: (B).** In a group discussion on the controversial topic 'Will the Metaverse redefine how businesses engage with customers?', you observe that Deepanshu strongly argues that the Metaverse will completely transform business interactions, and a few students reinforce his view without providing substantial reasoning. Meanwhile, others who are sceptical hesitate to voice their opinions due to the dominating tone. As a management student, critically describe how you would participate in this situation. Explain the key points you would raise—balanced, evidence-based, and relevant to the topic—to guide the group towards a more analytical, inclusive, and constructive discussion without escalating conflict.	5	L3, L4
Q. 3: (A). The gig economy in India has expanded rapidly over the last decade, driven by platforms and freelancing portals. While gig work offers flexibility, additional income, and opportunities for skill development, it also raises concerns around job security, inconsistent earnings, and lack of employee benefits. A group of management students is asked to discuss the scope, opportunities, and challenges of gig work in India, considering both emerging trends and regulatory frameworks. As a participant, critically describe how gig work can complement traditional employment and identify potential risks for workers and businesses alike. (Minimum word limit:200 words)	5	L3, L4
Or **Q. 3: (B).** Air pollution in Delhi NCR has reached critical levels in recent years, with AQI often crossing hazardous thresholds. While government policies, technological interventions, and awareness campaigns aim to reduce pollution, challenges such as stubble burning, vehicular emissions, industrial activity, and construction dust persist. A group of management students is asked to discuss the causes, impacts, and potential solutions for improving AQI in Delhi NCR, considering health, economic, and policy perspectives. Some students are well-prepared with data, scientific reports, and case studies, while others have limited knowledge. As a participant, critically describe strategies for pollution control, balancing immediate mitigation measures, with long-term sustainable solutions. (Minimum word limit:200 words)	5	L3, L4
Q. 4: (A). Explain any two commonly used psychometric assessments in campus placements. For each, describe the specific parameters or traits it measures, such as cognitive abilities, personality, or behavioral tendencies, and		

discuss how the results help recruiters evaluate a candidate's suitability for a management or corporate role. **Or** **Q. 4: (B).** Psychometric assessments are widely used in campus placements and corporate recruitment. Explain any six key benefits of using these assessments in evaluating candidates. Discuss how these benefits assist recruiters in making informed, objective, and reliable decisions about a candidate's suitability for management or corporate roles, while complementing other evaluation methods such as interviews and group discussions.	4 4	L4, L5 L4, L5

SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Riya, a PGDM student with a specialization in Marketing, is applying for a Sales Executive role at a leading FMCG company. She has excellent academic credentials, internship experience in retail sales, and exposure to CRM tools. Despite her experience, she struggles to draft a cover letter that effectively communicates her sales achievements, client-handling skills, and alignment with the company's sales targets. During a workshop, resource person reviewed Riya's draft cover letter. The draft mentioned her technical knowledge and internship experience but lacked personalization and specific, measurable achievements. Also, the cover letter did not clearly highlight how she exceeded sales targets or contributed to customer acquisition. Additionally, it was noted the motivation for applying to the company and the sales domain was not evident, and the tone appeared generic. **Q. 5: (A):** Draft a cover letter for Riya in minimum 180 words for effective outcome. **Q. 5: (B):** Critically evaluate how using an ATS-friendly approach can improve the effectiveness of her cover letter. Explain keyword optimization, formatting, and relevance, and explain how this help recruiters identify her suitability for the role more efficiently.	6	L6

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

COs	Question No.	Marks Allocated
CO1	1- a,b,c	6
CO2	1- d,e,f	6
CO4	4	6
CO5	2,3	12
CO6	5	10

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create