

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25 Batch)**

**EXAMINATION (TERM-IV)**

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Subject Name: Applied Managerial Communication IV

Time: **01.00 hrs**

Sub. Code: PG 42

Max Marks: **20**

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**Note: All questions are compulsory.**

Marcus is a VISTA member from Boston who is serving in a rural farming community in the West, with a population of fewer than 1,000 people. Part of his assignment is to engage community members and local organizations to help create a family literacy program at an elementary school. Although he is new to the community and the organization where he is serving, he is confident he will be able to successfully complete the activities in his Member Assignment because he has a Master's degree and five years of work experience. Early in his service year, a member of his organization named Sharon is assigned to be his mentor. He is told that he can ask her for any advice or guidance. However, when it comes time to plan a series of evening "design meetings" to gather support and input from the community, he rushes headlong into organizing the meetings, without consulting Sharon.

He sets an agenda and sends it with invitations to 10 community members who he thinks would be instrumental in starting the program. To gain commitment he follows up the e-mail with phone calls. Marcus reaches 8 of the 10 invitees by phone, all of whom say, "Sure, I can come to the meeting." Encouraged, Marcus decides to live by the mantra, "If you offer food, they will come." He buys chips, sodas, and cookies for the event.

On the night of the meeting, only three people came. Marcus waits 15 minutes before beginning. "I thought we were going to have more representation here," he apologizes while scanning the room. "I expected at least seven. I'm not sure what happened to the others. Does anyone else know?" Marcus looks to the two men and one woman seated. The woman shrugs. One of the men shifts in his seat, but no one says a word. Marcus decides he needs to move on with the meeting. He tapes up his charts and begins walking through his agenda. The three attendees offer very few comments, even when he asks each in turn for their opinions. "Looks like you've got a pretty good plan," is all one man says the entire evening. However, all three remain the full hour and a half, shake his hand, and thank him politely on their way out. As Marcus cleans up, he attributes the low participation to the poor turnout.

Before the second meeting, Marcus e-mails the meeting notes to the 10 original invitees. In his e-mail he says, "I hope you can make this very important second meeting. We really need your input and involvement. Help ensure that our family literacy programs reflect the needs of this community." Again, he follows up with phone calls and gets 8 confirmations of attendance; however, the only person to show up for the second meeting is Sharon, his mentor. After waiting 30 minutes, Marcus balls up his charts and tosses them in the trash. As they walk out together, Sharon suggests they have a debrief meeting the next day over lunch. During his bike ride home, Marcus begins to wonder if he is cut out for VISTA.

- a. What is Marcus's communication style? Justify with the help of supporting statements.  
10 Marks
- b. What could Marcus have done to communicate more effectively? 10 Marks

Question Number	COs	Marks Allocated
Q. 1	CO2	20