

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-25)**  
**END TERM EXAMINATION (TERM -I)**

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

Time: **02.00 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.**

<b><u>SECTION - A</u></b>		
Attempt all questions. All questions are compulsory.		<b>1×5 = 5 Marks</b>
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p>Explain the persuasion route taken by the actor in each of the following situations:</p> <p><b>Q. 1: (A).</b> To convince the doctor about the efficacy of the newly launched drug, medical representative Y explained in a presentation the features and benefits of the same.</p> <p><b>Q. 1: (B).</b> To persuade his best manager to stay on in the company, the regional manager promised him a promotion in next few months.</p> <p><b>Q. 1: (C).</b> Manager X asked her senior, Y to counsel Z as she felt that Z liked Y and would listen to his advice.</p> <p><b>Q. 1: (D).</b> Manager Z warns all staff members that one day's salary would be deducted if they continued to flout attendance norms</p> <p><b>Q. 1: (E).</b> While presenting his proposal in a meeting, X elaborately explains the pros</p>	CO1	L1
<b><u>SECTION – B</u></b>		
All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)		<b>7 x 3 = 21</b>
<b>Marks</b>		
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p><b>Q. 2: (A).</b> You are presenting a new software system to a group of employees. Some employees seem confused and are asking repetitive questions, while others are disengaged.</p> <p>Question: What communication barriers might be causing this, and how would you address them?</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 2: (B).</b> You send an important email to your team about a change in project deadlines, but many team members claim they never received or understood the message.</p> <p>Question: What communication barriers might have affected this, and how would you prevent this issue in the future?</p>	CO4	L5

<p><b>Q. 3: (A).</b> You are networking at a business event and need to initiate conversations with strangers in a way that leaves a positive impression. Question: What conversation strategies would you use to make a good first impression and build rapport quickly?</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 3: (B).</b> You are in a team meeting, and one of your colleagues is dominating the conversation, leaving little room for others to contribute. Question: What conversation skills would you use to ensure balanced participation from everyone?</p> <p><b>Q. 4: (A).</b> You need to write a letter to inform a client that their project deadline will be delayed due to unforeseen circumstances, but you want to maintain a positive relationship. Question: How would you communicate the delay without damaging your relationship with the client? Write a letter following all the prescribed norms of layout</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (B).</b> You are leading a virtual team, and some team members have expressed that they feel isolated and disconnected from the rest of the group due to the lack of face-to-face interactions. Question: How can technology be used to foster a sense of connection and improve communication within a virtual team?</p>	CO3	L6
	CO5	L3

**SECTION - C**

Read the case and answer the questions

**7×02 = 14 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p>Q. 5: Case Study:</p> <p><b>Background</b> ABC Corp, an American multinational corporation, was negotiating a major contract with a partner company based in Germany. The negotiation was conducted over a series of video conferences. The American team, known for their direct and open communication style, encountered difficulties in reaching an agreement with the German team, who valued subtlety and formality.</p> <p><b>Issue</b> During the video conferences, the American team used expressive body language, frequent hand gestures, and informal language. Conversely, the German team maintained a reserved demeanor, using minimal gestures and formal language. Despite both sides being technically proficient, the negotiations faced delays and misunderstandings, leading to frustration on both sides.</p> <p><b>Situation</b></p>	CO2	L3, L4

<p>In a crucial negotiation session, the American team’s representative was animated and used gestures to emphasize points, while the German team’s representatives maintained a stoic and reserved posture. The German team perceived the American representative's gestures as overly aggressive and unprofessional, while the American team felt the German team was unresponsive and disengaged.</p> <p>Questions:</p> <p><b>Q. 5: (A).</b> How did the differences in non-verbal communication styles contribute to the challenges faced during the negotiation between ABC Corp and the German partner?</p> <p><b>Q. 5: (B).</b> What strategies could ABC Corp implement to bridge the gap in non-verbal communication styles and improve the effectiveness of their international negotiations?</p>		
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**Kindly fill the total marks allocated to each CO’s in the table below:**

<b>COs</b>	<b>Marks Allocated</b>
CO1	5 Marks
CO2	14 Marks
CO3	7 Marks
CO4	7 Marks
CO5	7 Marks

**Blooms Taxonomy Levels given below for your ready reference:**

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