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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Managerial Communication and Etiquettes

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. _____ should be included in the introduction of a report. (CO1, K2) 1

- (a) The methodology used in the resaerch
- (b) The conclusions and recommendations
- (c) The purpose and scope of the report
- (d) None of the above

1-b. In which of the following icon is used to add an attachment to an email. (CO2, K2) 1

- (a) Stationary icon
- (b) Paper clip icon
- (c) GIF icon
- (d) Emoji icon

1-c. _____are the types of Interviews.(CO3, K2) 1

- (a) Face to face
- (b) Behavioral
- (c) Telephonic
- (d) All of the above

1-d. When dining out for business purposes, it is important to.....(CO4, K2) 1

- (a) Use proper posture.
- (b) Leave your cell phone on in case a family member needs to call you.

- (c) Fix your makeup at the table
- (d) Start eating as soon as your food arrives, even if the rest of the table has not been served.

- 1-e. The concept of cross-cultural communication refers to: (CO5, K1) 1
- (a) Analyzing recipients culture to gain acceptance of information
 - (b) Transferring information across cultures
 - (c) Communicating information in-depth and with style
 - (d) Understanding different cultures
2. Attempt all parts:-
- 2.a. Explain what makes an effective report writing. (CO1, K2) 2
- 2.b. Explain what are Formal Emails. (CO2, K1) 2
- 2.c. Write a short note on Panel Interview. (CO3, K1) 2
- 2.d. Explain the term Professional Attire. (CO4, K2) 2
- 2.e. Discuss the uses of Video Conferencing at workplace. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. You had attended a workshop on personality development for students. Many eminent personalities had been present. Write a report in 125-150 words on how the workshop proved to be beneficial. You are Rajesh/Rajshree. (CO1, K3) 5
- 3-b. Explain in detail the procedure for inviting tenders. (CO2, K2) 5
- 3-c. By applying your skills of Business Letter writing ; draft a business letter for replying to a vendor query on availability of stock of goods of your company. (CO3, K4) 5
- 3-d. As per your observation, explain proper and improper use of social media etiquette on Facebook and Instagram. (CO4, K3) 5
- 3.e. Explain in detail how to manage conflict in the workplace.(CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Write Short note on: (a) Writing the first draft of the report (b) Reviewing and revising the first draft of report. (CO1, K2) 6
- 4-b. You as Amber, has been assigned to draft a Report for the Sports Day function , Keeping in mind all the elements of report writing; Prepare a report for the same.(CO1, K4) 6

5. Answer any one of the following:-

- 5-a. Write basic elements of writing an email with its proper format.(CO2, K2) 6
- 5-b. Describe in detail the information to be given in a tender notice. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Differentiate between Job selection Interview and Appraisal Interview. (CO3, K2) 6

- 6-b. With the help on an example, explain how to write a business memo effectively.(CO3, K4) 6
7. Answer any one of the following:-
- 7-a. Discuss the Virtual Team Meeting Etiquette you would suggest to your new interns. (CO4, K2) 6
- 7-b. Write the scope and importance of Social Media. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Discuss the concept of Cultural sensitivity in the context of a dominant culture. (CO5, K1) 6
- 8-b. Explain three different Workplace Conflicts with examples. (CO5, K2) 6

REG:JULY_DEC-2024