



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION-2017
SET-I

MBA Sem-I
Subject Code: LS01

Course: Managerial Communications
Time: 3 Hours
MM: 50 Marks

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. a. Before a manager begins the task of accumulating data or of writing a report some important questions are asked. What are these questions and how it is helpful?
b. Why do we refer to a business proposal as a sales offer? Give few suggestion to make a proposal more presentable?
2. a. What are five important aspects to be considered while planning for your presentation? [5 marks]
b. Asses your communication strength and weaknesses as a management student? Suggest an action plan to overcome your weakness? [5 marks]
3. a. Discuss the role of a leader in a meeting. Why his/her role crucial in leading an effective meeting? [5 marks]
b. What are strategic advantages provided by video conferencing vis-à-vis physical conferencing? [5 marks]
4. a. Briefly explain the email etiquette one should observe. [5 marks]
b. What is the difference between blogs and website? How both play a crucial role in business communication. [5 marks]
5. a. Which to your mind is most important for effective communication to take place: intrapersonal, interpersonal and group communication? Support your answer with reasons [5 marks]
b. Write short notes on (i) Meta communication (ii) Emotional intelligence [5 marks]

Section B

1. You are working with an NGO and you asked to send a proposal to a private company requesting funding for running a health awareness programme in the nearby village. Write the following components of a proposal

- i. Problem Statement.
- ii. Objective.
- iii. Cost summary

[10 marks]

2. You are the managing director of four Sigma Computers and is disgusted with behavior of Mr. M.K. Gupta a sales representative of the company. Mr. M.K. Gupta has misbehaved with a client who in turn has lodged complaint against him. This is not first time he has behaved in this fashion. Therefore write him an email addressing an issue.