



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION-2016

MBA Sem-II

Subject code: MBA204

Course: Managerial Communications

Time: 3 Hours

MM: 50Marks

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

Section A

1. a. How will you make your power point presentation visually effective? Why it is important to involve the audience and how will you do that? (5 marks)

b. Do a SWOT analysis of your presentation skills. Identify your strengths and weaknesses and examine the threats you have to face because of your weaknesses and the opportunities that are available to you to overcome them. (5 marks)
 2. a. What is a resume? By what methods and techniques you can make your resume scanable (5 marks)?

b. Explain basic guideline/ format for writing a resume? What are certain don't that one should be careful while preparing a resume and why? (5 marks)
 3. a. "It is said that communicating through email can be dangerous". Explain your view point towards the statement. (5 marks)

b. What is the difference between blogs and company website? What are few things you would recommend for good electronic communication through website? (5 marks)
 4. a. "Audience analysis is a very integral part of any effective report writing". Discuss (5 marks).
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- b. Explain few points important to make an impressive business proposal. What are few questions needs to be answered before writing proposal. (5 marks)
5. a. Discuss any three ways in which you can look for job opportunities. What are communication skills requires for an interview. (5 marks)
- b. "Before going for a job search you need to understand yourself" Discuss this statement. (5 marks)
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Section B

1. For each of these messages needs to choose a medium (can be more than one) that you think will help in effectively reaching out the audience. Explain and justify your Choice.
- a. A message of condolence to the family of an employee who recently passed away.
- b. A message from the CEO of a small company explaining that she is leaving the company to join the competitor.
- c. A message to all employees of a manufacturing company that due to recession the Diwali bonus will not be given.
- d. Message to unqualified public by the district administrator educating about the need to keep their localities neat and tidy. (10 marks)
2. Prepare a report that will be circulated among the fresh batch of students who have joined the campus regarding the "**Campus Etiquettes**". Lay out rules such as classroom behaviour, handling trash, taking food in mess and library decorum. The report will be directed through director to all the students. (10 marks)