

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)**  
**END TERM EXAMINATION (TERM -I)**

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

Time: **02.00 hrs**

Sub. Code: **PG106**

Max Marks: **40**

**Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

S. No.	Course Outcomes (COs)	Bloom's Taxonomy Level
CO1	To understand applied managerial communication and its relevance in professional journey.	Remember: L-1 Understand: L-2
CO2	To apply and analyze nonverbal communication techniques for effective communication.	Apply: L-3 Analyze: L-4
CO3	To develop conversational skills.	Evaluate: L-5 Create: L-6
CO4	To develop public speaking skills.	Evaluate: L-5 Create: L-6
CO5	To develop effective writing skills.	Evaluate: L-5 Create: L-6
CO6	To apply technology tools for enhancing communication skills.	Evaluate: L-5 Create: L-6

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×6 = 12 Marks**

Questions	CO	Bloom's Level
<b>Q. 1: (A):</b> What is 'vocalics' in nonverbal communication, and how can it impact workplace interactions?	2	L3, L4
<b>Q. 1: (B).</b> Define 'proxemics' and explain its significance in professional settings.	2	L3, L4
<b>Q. 1: (C).</b> "Nonverbal communication can vary considerably across cultures." Do you agree or disagree with this statement. Support your answer.	2	L3, L4
<b>Q. 1: (D).</b> Explain two ways in which effective communication acts as an antidote to organizational chaos. Use examples/ situations.	1	L1, L2
<b>Q. 1: (E).</b> Explain any two communication models. Explain its key components and how it frames the communication process.	1	L1, L2
<b>Q. 1: (F).</b> Explain any two popular communication channels that evolved in the post COVID 19 world of work.	1	L1, L2

**SECTION – B**

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)

**6 x 3 = 18 Marks**

Questions	CO	Bloom's Level
<b>Q. 2: (A).</b> Marked by rapid technological advancement, some institutions have	6	L5, L6

<p>taken drastic measures by banning tools like ChatGPT and penalizing their academic use. Evaluate three potential benefits and three potential drawbacks of banning AI tools in academic settings.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 2: (B).</b> Explain what is meant by a plagiarism similarity threshold and why it is important. Mention any two popular plagiarism detection tools and briefly describe how they work.</p> <p><b>Q. 3: (A).</b> Your business school is organising an ‘Best Management Book Review Competition.’ Draft a book review speech for this competition based on a management or leadership book you have recently read. Your draft should include the details of the author, main ideas and concepts of the book, four key lessons relevant to management practice and your personal reflections on how the book can influence organizational decision-making. (Minimum words-180)</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 3: (B).</b> Your business school is organising a ‘Management Case Competition’ including a public speaking round, where participants must communicate their analysis and recommendations clearly and persuasively to a panel of judges and an audience of peers. Prepare a draft for this competition including the business case and key challenges; situations, data points, or references to support your recommendations. Focus on professional language, engaging style, and clarity, as the draft will be used to rehearse the public speaking round. (Minimum words-180)</p> <p><b>Q. 4: (A).</b> “Improving your tone contributes to a more positive work atmosphere, enhances understanding and admiration for your team and leads to greater communication and teamwork.” Explain any 3 tones of voice with examples.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (B).</b> Write a self-introduction of yourself using storytelling techniques. Your introduction should highlight your background, experiences, and aspirations in a narrative format rather than just listing facts. Focus on making it engaging, coherent, and reflective of your personality.</p>	4	L5, L6
<p><b>Q. 4: (A).</b> “Improving your tone contributes to a more positive work atmosphere, enhances understanding and admiration for your team and leads to greater communication and teamwork.” Explain any 3 tones of voice with examples.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (B).</b> Write a self-introduction of yourself using storytelling techniques. Your introduction should highlight your background, experiences, and aspirations in a narrative format rather than just listing facts. Focus on making it engaging, coherent, and reflective of your personality.</p>	3	L5, L6

### **SECTION - C**

Read the case and answer the questions

**5×02 = 10 Marks**

Questions	CO	Bloom's Level
<p><b>Q. 5: Case Study:</b></p> <p>Nistha had recently joined a multinational company as a junior manager. Bright, ambitious, and eager to make an impression, she was entrusted with supervising a small team and coordinating a project that carried a tight deadline. Determined to succeed, she wanted her team to demonstrate efficiency and commitment. The week progressed smoothly at first, but by Friday morning she realised that the report she had requested several days earlier was still incomplete. With the final deadline just around the corner, Nistha began to feel anxious and impatient.</p> <p>Instead of pausing to consider the best way to communicate her concerns, she reacted in haste. Opening her inbox, she quickly drafted an email. The subject line read: “<i>Totally Unacceptable.</i>” In the body of the message, she demanded to know why the report had not been completed, accused her colleagues of</p>	5	L5, L6

<p>carelessness, and warned that such behaviour would not be tolerated. Her choice of words reflected her frustration, but she did not reflect on how they might be received.</p> <p>The reaction from her team was immediate, though not the one she intended. Many of the team members felt personally attacked. The accusatory tone made them defensive and uncomfortable, rather than motivated to act. Some hesitated to respond at all, uncertain how to explain the delay without provoking further criticism. Others grew discouraged, believing their hard work on other aspects of the project had been ignored. The result was that communication slowed down and trust weakened. Instead of resolving the problem, the aggressive email made it worse.</p> <p><b>Q. 5: (A):</b> This situation highlights a common mistake made by professionals, especially those in the early stages of management. In the pressure of deadlines, it can be tempting to use strong language to stress urgency. However, such an approach can easily damage team morale and create resistance. To rectify this issue mentioned above, draft a constructive email using assertive communication unlike Nistha's aggressive email (Minimum words-150).</p> <p><b>Q. 5: (B):</b> With relevant examples, discuss any five writing errors (along with suitable suggestions/ corrections) frequently observed in workplace communication that undermine professionalism.</p>		
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**Kindly fill the total marks allocated to each CO's in the table below:**

COs	Question No.	Marks Allocated
CO1	1- D,E,F	6
CO2	1- A,B,C	6
CO3	4	6
CO4	3	6
CO5	5	10
CO6	2	6

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

**L1= Remembering**

**L2= Understanding**

**L3= Apply**

**L4= Analyze**

**L5= Evaluate**

**L6= Create**