

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)

END TERM EXAMINATION (TERM -II)

Subject Name:	Applied Managerial Communication II	Time: 02.00 hrs
Sub. Code:	PG301	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 apply and analyze presentation techniques for effective communication.	Apply: L-3 Analyze: L-4
CO2	To craft compelling, professional resumes that showcase relevant skills and achievements.	Evaluate: L-5 Create: L-6
CO3	To develop persuasive cover letters tailored to specific roles and industries.	Evaluate: L-5 Create: L-6
CO4	To enhance professional communication skills for email, phone and virtual interactions in diverse settings.	Evaluate: L-5 Create: L-6
CO5	To create engaging video resumes that highlight students' unique strengths.	Evaluate: L-5 Create: L-6
CO6	To foster writing proficiency to produce clear, concise, and impactful professional content.	Evaluate: L-5 Create: L-6

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q.1:(A): Frame a persuasive message using the AIDA model to deliver a speech on 'Plastic Ban'.	1	L3, L4
Q.1:(B). Frame a persuasive message using Monroe's Motivated Sequence to deliver a speech on 'Sustainable Lifestyle'.	1	L3, L4
Q.1:(C). Explain any two power poses and analyze how they influence perception in professional interactions.	1	L3, L4
Q.1: (D). Give one example of how an analogy can be used to explain a complex concept in communication, and discuss its effectiveness in improving audience understanding.	1	L3, L4
Q.1:(E). Explain any two elements of power dressing while delivering presentations.	1	L3, L4
Q.1:(F). Critically analyze the drawbacks of using AI tools for creating presentations.	1	L3, L4

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
Q.2:(A). You are reviewing a report submitted by a PGDM student on ‘Digital Financial Inclusion in India.’ While reading, you notice the following issues: • The student has copied a paragraph from a journal article but only mentioned the author’s name and year. • Another section includes statistics but no citation at all. • The reference list reflects inconsistent formatting. • In-text citations are written incorrectly. • The headings are not in order. • The text formatting guidelines are not followed. • Plagiarism is also a concern. As a reviewer, exemplify how each should be corrected according to report writing standard guidelines. Or Q.2:(B). You are assigned to prepare a report for a consulting project on ‘The Impact of AI on Workforce Productivity’. After submission, your faculty reviewer points out that your report lacks proper structure, has inconsistent formatting, and does not follow standard academic writing conventions. Based on this situation, answer the following: • What should be the ideal structure of a professional report? Briefly explain each section. Align your explanation as per the above-mentioned topic. • Explain three ways of ensure clarity and coherence in your report. Give suitable examples.	6	L5, L6
Q.3:(A). Prepare a professional report on the topic assigned in your respective live projects/ internships. Your report must include: • Title • Introduction • Clearly defined objectives Or Q.3:(B). Prepare a professional report on the topic assigned in your respective live projects/ internships. Your report must include: • Title • Research gap • Hypotheses	6	L5, L6
Q.4:(A). Imagine you are working as a management trainee in a corporate organization. Recently, it has been observed that several employees are not adhering to basic business etiquette—such as using informal language in professional emails, missing meeting deadlines, and displaying unprofessional behavior during client interactions. This has started to impact the organization’s image and client relationships. The senior management has now asked your manager to address this issue formally through an email to all employees. As part of your role, you have been asked to draft this communication. Write a professional email to all employees that clearly addresses this concern.	3	L5, L6

Or Q.4:(B). Imagine you are working as a management trainee in a retail organization. Over the past two quarters, the company has witnessed a consistent decline in sales across key product categories. Initial observations suggest possible reasons such as reduced customer engagement, ineffective promotional strategies, and lack of coordination between the sales and marketing teams. This decline has started to impact overall business performance and team morale. Senior management has asked your manager to address the issue through a formal email to the sales team, highlighting concerns and motivating them to improve performance. Draft a professional email to the sales team that clearly addresses this concern.	3	L5, L6
<u>SECTION - C</u> Read the case and answer the questions 5×02 = 10 Marks		
Questions	CO	Bloom's Level
Q.5: In a multinational IT firm based in India, project teams frequently collaborate across geographies, including the US, Germany, and Japan. One such team, working on a high-stakes client delivery, operates virtually and communicates primarily through email. During a routine project update, Rohan, an Indian team member, shared a delay caused by a vendor issue. In response, Mark, a colleague from the US, replied to the entire team with the following email: Hi Team, Rahul, this delay sits squarely with you and your team. The way your team has handled timelines shows poor ownership and weak planning. We cannot keep compensating for these gaps. This is not the standard expected on this project. Fix this immediately and ensure your team gets its act together. – Mark While Mark may have intended to highlight urgency, the statement came across as personal and insensitive, especially in a culturally diverse team where communication styles differ. Rohan felt embarrassed and demotivated, and other team members perceived the tone as unprofessional. The public nature of the email further intensified the discomfort. The situation escalated subtly, leading to reduced collaboration and hesitation in sharing updates openly. Q.5:(A): In cross-cultural environments, directness may be interpreted differently, and written communication, lacking tone and non-verbal cues, can easily be misunderstood. How can Mark reframe his email to communicate concern about the delay in a professional, culturally sensitive, and constructive manner without making personal remarks? Provide a revised version of the email in 150-180 words. Q.5.(B): Do you observe elements of ethnocentricity and stereotyping in the communication used in this case? Justify your answer.	4	L5, L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	1	12
CO3	4	6
CO4	5	10
CO6	2,3	12

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create