

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM (RM) 2016-18

Managerial Communication
ET_RM_MC_2712

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Comment on any **FOUR** of the following:
- a) Importance of developing a professional appearance.
 - b) Self-confidence – the foundation of all great success and achievements
 - c) Common courtesy - everyone has it but not everyone uses it.
 - d) Leadership is unlocking peoples potential to become better.
 - e) Of all the things you wear, your expression is the most important. **16**
- Q 2** Stage fear has two meanings:
Forget Everything And Run
Or
Face Everything And Rise
Comment on what you feel is true for you. **13**
- Q 3** You have started to work for a corporate house wherein you have to attend a meeting with most of the senior people from the organization. What are the business etiquettes you will keep in mind for your first meeting? **13**
- Q 4** You have to accompany a friend to a party wherein you know nobody. What are the social skills that you will follow to mark a lasting impression? **13**
- Q 5** Discuss the common problems related to presentation skills. **13**
- Q 6** Body language and professional appearance defines your personality. Elaborate. **13**
- Q 7** Read the case below and answer the following questions.
You have joined a new organization as a team leader. The work culture at the new organization is entirely different from the previous firm you

worked for. You find out that two of your team mates Rajesh and Mohit are not on talking terms with one another. However their collaboration is vital for the success of the project at hand. How will you handle this situation with your communication skills?

- a) Analysis of the situation.
- b) Possible solutions to the problem.
 - Solution 1:
Merits / Demerits
 - Solution 2:
Merits / Demerits

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