



**MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)**

(An Autonomous Institution)

MUSOM EXAMINATIONS SECTION

FINAL EXAMINATION-2024 (2081)

MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER – I

Subject: Managerial Communication

Course Code: MGT 512

Full Marks: 100

Time: 4 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×20 = 20 Marks)

Time: 20 Minutes

Tick (✓) the correct answers

1. Who defines communication as the process of exchanging information and understanding from one person to another?
 - a. Keith Davis
 - b. Newman and Summer
 - c. John Dean
 - d. Hinton Peter
2. Which of the following demonstrates the meaning of the statement 'It is just a tool to facilitate your communication'?
 - a. Learn to keep technology in perspectives
 - b. Guard against information overload and information addition
 - c. Using technological Tools productively
 - d. Reconnecting with the people
3. Which paradigm shift is more prominent in the present time?
 - a. writing to reading
 - b. verbal to nonverbal
 - c. listening to speaking
 - d. speaking to listening
4. Which of the following indicates more accurately the meaning of making a presentation?
 - a. Designing and delivering both oral and online presentation.
 - b. Designing and delivering oral and online presentation is one of the major skills of an academicians/businessman/manager and so on.
 - c. The preparation is in three steps as pre-steps, while steps and post-steps
 - d. The entire process of preparation and presenting the contents.
5. Which of the following highlights the importance of professional writing in an organization?
 - a. In business, when you submit a piece of writing you hold yourself up to scrutiny (inspection).
 - b. If your message is unclear, if your grammar is weak, if your vocabulary is imprecise, you could be judged harshly.
 - c. If you write concisely, clearly, and with sufficient creativity to make an impact, you will be considered a highly valued asset to your company.
 - d. Professional writers do enjoy their careers as professional speakers and sometimes more than them.
6. What does authorization mean in report writing?
 - a. When, how and by whom the report was authorized, who wrote it, when it was submitted
 - b. The authority that gives permission for report writing
 - c. It is the legal aspects of your report
 - d. The organization for which the report is prepared
7. Which of the following steps of strategies for good listening developed by McNaughton, Hamlin, McCarthy, Head-Reeves, & Schreiner?
 - a. stop, look, listen, be empathetic, paraphrase and ask questions
 - b. look, stop, listen, be empathetic, ask questions and paraphrase
 - c. stop, look, listen, ask questions be empathetic, and paraphrase
 - d. stop, look, listen, be empathetic, ask questions and paraphrase
8. Who reported that Americans tend to emphasize self-concept in terms of self-awareness, self-image, self-esteem, self-determination, self-reliance, self-actualization, and self-expression?
 - a. Javidi and Javidi
 - b. Hinton Peter Summer
 - c. John Dean
 - d. Newman and
9. Which of the following is known as the best interview tips for professional communication?
 - a. Have your list of questions prepared.
 - b. Use these behavioral questions
 - c. Review the candidates' Resume.
 - d. Extend professional courtesies

10. Which of the following statements is true in the relationship of personal, business and social communication?
 - a. Social communication is in between personal and business communication.
 - b. All the three types are parallel in their relation.
 - c. Social communication is overlapping with business and personal communication.
 - d. Each of them are different type and is not related to each other.
11. What is a true statement about technology in communication?
 - a. Technology has a strong impact on personal communication.
 - b. It is more useful in business communication.
 - c. Business communication and technology are supplementary to each other.
 - d. Technology should be used to support communication.
12. Which of the following are the key concepts of group communication?
 - a. listening skills and nonverbal communication
 - b. Managing meetings and teams
 - c. Managing meetings/teams and making presentations
 - d. All four skills and aspects of language
13. Which of the following does not come under 'Analyze the Situation' of planning content?
 - a. Here you have to design your purpose and develop an audience profile.
 - b. Your purpose of your presentation is to inform or persuade your audience.
 - c. Include your audience's emotional state and language preferences.
 - d. You should understand the context and situation.
14. Which of the following instructions and techniques is not suitable for converting anxiety into positive energy?
 - a. Understand nobody knows everything in this world.
 - b. Learn your subject matter.
 - c. Make eye contact.
 - d. Inform your audience of what you are going to present in advance.
15. Which of the following statements is true for contemporary managers in their duties and responsibilities?
 - a. Managers spend about 60 percent of their time communicating
 - b. Managers spend about 65 percent of their time communicating
 - c. Managers spend about 70 percent of their time communicating
 - d. Managers spend about 75 percent of their time communicating
16. How do positive and negative messages go along with the direct and indirect approach of writing a business message?
 - a. It gives ways to organize your message.
 - b. The type determines the writing.
 - c. Positive message is written directly whereas a negative is indirectly.
 - d. Both of them should be drafted and written properly.
17. When do you develop an audience profile during your research project?

a. Just after analyzing the situation	c. At your convenience time
b. At the beginning	d. During drafting your report
18. Which of the listening barriers is more prevalent in the context of Nepal?

a. Experiencing physical difficulty	c. Criticizing the speaker
b. Experience overload	d. Getting distracted by external noise
19. Which of the following things are observed through nonverbal behaviors (Communication)?

a. Danger, Emotions, thoughts	c. Skills, competence, trust
b. Desires, insecurities, intentions	d. All of the above
20. Doyle defined conflict management as _____.
 - a. the practice of being able to identify and handle conflicts sensibly, fairly, and efficiently.
 - b. conflicts in a business are a natural part of the workplace, it is important that there are people who understand conflicts and know how to resolve them.
 - c. also known as conflict resolution, involves having a workplace that precludes conflict and a management team that successfully handles and resolves workplace issues.
 - d. conflicts that are allowed to fester and grow will ultimately diminish productivity and damage staff morale.





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You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (5×6 = 30 MARKS)

Answer any five questions:

1. Highlight the importance of communication in any business organization.
2. How does an informal communication network promote business?
3. Draft a sample of a good interview.
4. Illustrate the concept of paradigm shift in communication with examples.
5. 'Conflict is a natural phenomenon of any business organization'. Justify.
6. Highlight the common problems and challenges of organizing and conducting meetings in the Nepalese context.
7. What are the common tips for effective listening?

SECTION C: LONG ANSWER QUESTIONS (2×15 = 30 MARKS)

Answer any two questions:

8. Explain the concept of personal, social and business communication. How do they support the business organization? Discuss with examples (10+5)
9. Discuss the components and process of arranging the meetings. Draft a minute of a meeting you recently participated in. (10+5)
10. Proposal and report writing is a three-step process. Describe the steps briefly. Prepare a sample of a short report specifying all the steps of writing (5+5+5)

SECTION D: CASE STUDY (20 MARKS)

11. Read a case given below and answer the following questions.

Taking classes with a skilled teacher and getting real-life practice while living in another country are proven ways to learn a new language, but what if neither of these options is available to you? Thanks to the growth of social networking technology and other Web 2.0 communication tools, independent language learners now have a multitude of online learning options.

Palabea (www.palabea.net) is a great example of the possibilities of the Web 2.0 approach to learning. By adapting social networking concepts for the unique demands of language learning, this service offers numerous helpful features:

- Online chat with other language learners. No matter what language you're trying to learn, someone somewhere in the world speaks it and is trying to learn your language. Palabea lets you connect and help each other with text, audio, or video chat.
- Connections to native speakers in your local area. Palabea can connect you with nearby native speakers of the language you're trying to learn.

- User-generated content. Palabea offers a growing collection of podcasts, video lectures, documents, and other learning tools, all contributed by members.
- Virtual classrooms. Just as online meeting systems let business colleagues collaborate in real time on reports and other documents, Palabea's virtual classrooms let members meet online to review and correct translations and other projects.

Palabea is just one of many online resources that can help language learners. For example, the Free Language website (<http://freelanguage.org>) offers links to free resources for several dozen languages.

Questions:

- a. As a manager, would you be comfortable having employees use a free service such as Palabea before sending them on important overseas assignments?
- b. How could a multinational company such as IBM benefit from the capabilities offered by Palabea and similar websites?
- c. What is the revolution brought by the web 2.0 or social communication module?
- d. What are the challenges for businesses in Nepal that totally depend on online?

