



End Term Late {{Odd} (Trimester-I)} Examination December, 2025

Roll no.....

Name of the Course and semester: MBA-106

Name of the Paper: Professional Communication

Paper Code: MBA-106

Time: 3 hour

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 40 Marks.

Section A

Q1.

(2X10=20 Marks)

- a. Discuss the various types of communication takes place in enhancing organizational effectiveness. Illustrate with examples from corporate settings. (CO 1)
- b. Explain the communication process and its flows within an organization. How can managers minimize barriers at each stage? (CO1)
- c. Describe the 7Cs of communication. Discuss how these principles can be applied to ensure clarity, conciseness, and completeness in managerial messages. (CO1)

Q2.

(2X10=20 Marks)

- a. Analyze the relevance of maintaining corporate etiquette in a multicultural workplace environment. How can professionals navigate intercultural differences effectively? (CO4)
- b. Discuss professional meeting conduct and digital etiquette in hybrid and virtual work settings. Illustrate through appropriate examples. (CO4)
- c. Explain how business dining manners and professional appearance influence perceptions of managerial credibility and leadership. (CO4)

Q3.

(2X10=20 Marks)

- a. Examine the impact of AI-powered tools and data-driven personalization on managerial communication practices. (CO5)
- b. Compare communication in the context of digital tools like Slack and Zoom. What are the advantages of each for team productivity? (CO5)
- c. Discuss the emergence of unified communication platforms. How have they transformed collaboration in organizations? (CO5)

Section B

Q4. Case Study

(40 Marks)

Read the following case study carefully and answer the questions that follow. Each question carries 20 marks. (CO2) & (CO3)

Rajesh is a mid-level manager at a technology firm. He has recently been asked to represent his team in a client presentation, which requires him to effectively profile himself and tailor his communication style. Rajesh conducted a personal SWOC analysis to understand his communication competencies. He identified strengths such as clarity in speech and teamwork, weaknesses like occasional anxiety during public speaking, opportunities including upcoming leadership development programs, and challenges such as managing intercultural communication with global clients.

Meanwhile, Rajesh has to write to a potential business partner to request a meeting for exploring



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collaboration. He drafts a professional email aiming for clarity and persuasion. Simultaneously, he is updating his resume to better fit the managerial role he hopes to move into, focusing on relevant achievements and skills.

Q.1. Based on Rajesh's profile and SWOC analysis, suggest three communication strategies he should focus on to improve his verbal and non-verbal effectiveness for the upcoming presentation. Justify your recommendations.

Q.2. Critically evaluate the structure and tone Rajesh should use in his professional email to the potential partner. What essential components must he include in his resume to align it suitably with the managerial role he aspires to?