

Code: 9E00106

MBA & MBA (Finance) I Semester Supplementary Examinations June/July 2018

BUSINESS COMMUNICATION

(For students admitted in 2013 (LC), 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 "Communication is the nervous system of a business organization". Explain the meaning and significance of communication in organizational context.
- 2 Classify the basic principles of oral communication and brief why oral communication is important.
- 3 Enumerate the importance of non-verbal communication in the business scenario and list down its limitations.
- 4 Describe the main aspects of transactional analysis as a model for effective communication in the contemporary business environment.
- 5 Examine different ways to enhance the interpersonal skills of the employees of an organization.
- 6 How do the personal opinions and prejudices act as a barrier to communication? Support your answer with relevant examples.
- 7 Outline the process and mechanics of report writing.
- 8 Describe how an effective interviewer should behave during interview. What pitfall an effective interviewer should avoid?
