



**Code: 9E00106**

MBA & MBA (Finance) I Semester Regular & Supplementary Examinations December/January 2015/2016

**BUSINESS COMMUNICATION**

(For students admitted in 2011, 2012, 2013, 2014 & 2015)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions

All questions carry equal marks

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- 1 Explain the scope and functions of business communication. What are the essentials for good communication?
- 2 Describe the advantages and limitations of oral communication.
- 3 Explain the terms: Sign language, body language and kinesics.
- 4 Explain Johari window communication model with suitable examples.
- 5 Explain the methods of managing motivation to influence interpersonal communication.
- 6 What are communication barriers? Explain the various types of barriers to good effective communication.
- 7 Discuss the various elements involved in clear writing.
- 8 Describe the various formal interview techniques in use now a days.

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