

Total No. of Pages : 2

Register Number :

6767

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

180 — MANAGERIAL COMMUNICATION

(Common with M.B.A. (MM) and M.B.A. (FM))

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Explain the following :

- (a) Communication
- (b) Media of communication
- (c) Effective interpersonal communication
- (d) Group communication
- (e) Formal organizational communication
- (f) Features of Oral presentation
- (g) Written communication
- (h) Bibliography

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

- 2. List out the guidelines to overcome barriers of communication.
- 3. Give detail note on principles of communication.
- 4. Elucidate the problems faced by a leader in organizational communication.
- 5. List out the characteristics of good speech?
- 6. Explain the dos and don'ts of business letter.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

7. Explain in detail about the process of communication.
8. Briefly explain the various types of communication.
9. Role of visual communication -Discuss.

SECTION D**(Compulsory)****(1 × 15 = 15)**

10. Prepare an agenda for a management fest in your college.

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