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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

180: MANAGERIAL COMMUNICATION

(Common with M.B.A Marketing Management and M.B.A Financial Management)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

Write short notes on :

1. Vertical communication.
2. Academic Report .
3. Grapevine communication.
4. Agenda.
5. Business letter.
6. Oral communication.
7. Visual Aids.
8. Media of communication.

SECTION-B

(3×10=30)

Answer any THREE questions

9. What are all the barriers to communication?
10. How to manage interpersonal communication?
11. Explain in detail about group communication.
12. Explain the principles of communication.
13. Explain about technological aids to communication.

SECTION-C

(1×15=15)

Answer any ONE question

14. Discuss about types of communication.
15. Explain about communication process.
16. Explain about report writing procedure.

SECTION-D

(1×15=15)

[Compulsory]

17. Draft a business letter to your supplier (model).
