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**6913**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015**

**(HOTEL MANAGEMENT AND TOURISM)**

**(SECOND YEAR)**

**220: MANAGERIAL COMMUNICATION**

Time: Three hours

Maximum: 75 marks

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**SECTION - A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. What do you understand from managerial communications?
2. State the principles of public relation.
3. What are the difference between advertising and sales promotion?
4. What are the advantages of graphite communication?
5. What do you meant by group communication?
6. What do you understand by direct marketing?
7. What are the major role of advertising media?
8. What are the merits of interpersonal communication?
9. Explain the importance of styles in Human communication.
10. What are the organisations coming under service industry?

**SECTION - B**

**Answer any THREE questions**

**(3 × 10 = 30)**

11. What is communication? Discuss the process of an effective communication?
12. Highlight the advantages and disadvantages of print advertising.
13. Discuss the different types of adverteng.
14. Explain the detail various types of communication Networks.
15. Discuss any two of the sales promotional strategies.

**SECTION - C****Answer any ONE question****(1 × 15 = 15)**

16. "Communication is the sum of all things a person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding" – discuss.
17. How would you distinguish between oral communication and face to face communication? What are the advantages of face to face communication?

**SECTION - D  
COMPULSORY****(1 × 15 = 15)**

18. Select two traits or qualities (for example sincerity and forcefulness) associated with effective oral communication. Then design a communication situation that words appropriately use these traits.

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