

Total No. of Pages: 2

Register Number:

6331

Name of the Candidate:

M.B.A. (BANKING AND TAXATION) DEGREE

EXAMINATION - 2010

(FIRST YEAR)

(PAPER – VII)

170. MANAGERIAL COMMUNICATION

(Common with Pharmaceutical Management)

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. What is meant by Communication?
2. What is meant by feedback?
3. What is an Agenda?
4. What is a Precis?
5. Explain the three steps in the oral presentation process.
6. What are routine reports?
7. Write the format of a Business report.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

8. Explain in detail the process and media of communication.
9. Discuss in detail the types of Communication.
10. What is Group communication? How do you find the performance of Group communication?
11. Explain the role of communication in the organization.

2

12. What are the features of a good business report? What are the qualities essential for a good report writer?

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

13. Informal Communication systems as commentators — Elucidate.
14. Explain the Gateway to effective Interpersonal communication.
15. Technical aids are helpful barriers to communication — Discuss.

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

16. A representative's periodic report.

Comments: Sales representatives are required to send weekly or fortnightly reports to their Sales Manager at the Head Office.

%% %% %% %% %%

www.FirstRanker.com