

Total No. of Pages : 2

Register Number :

6920

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(APPLIED MANAGEMENT)****(FIRST YEAR)****130 — BUSINESS COMMUNICATION**

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. Write short notes on :
 - (a) Body language
 - (b) Message coding
 - (c) Deciding purpose of communication
 - (d) Business letters
 - (e) Office circulars
 - (f) Meeting agenda
 - (g) Horizontal communication
 - (h) Symposium.

SECTION B

Answer any THREE questions. (3 × 10 = 30)
All questions carry equal marks.

2. What is communication? Explain the process of communication.
3. What are the merits of written communication?
4. What are the various ways in which analyzing the audience?
5. Explain the procedure involved while writing letters related to insurance companies.
6. Discuss the structure of a report.

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

7. What are the objectives of communication? Explain.
8. Explain different characteristics of good report.
9. What are the steps involved while conducting an interview?

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

10. Being a business executive how would you prepare an agenda for conducting a meeting.

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