

Total No. of Pages : 2

Register Number :

7024

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(BUSINESS APPLICATIONS)****(FIRST YEAR)****160 — MANAGEMENT COMMUNICATION**

Time : Three hours

Maximum : 75 marks

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

1. Explain the importance of communication in management.
2. What are the qualities of good writing?
3. Differentiate between office circular and office order.
4. What is an internal memo? State the purposes behind its issue.
5. Draft a circular for a meeting to be held.
6. What are the important points to be borne in mind in an interview?
7. What is tele-conferencing?
8. What are the essential factors to identify communication actions?

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

9. Explain the different types of communication.
10. Draft a letter to place an order for the purchase of office equipments.
11. What are the basic principles to be adopted in report writing?
12. Explain the characteristics of face to face exchange.
13. What are the different types of errors and explain the method of rectifying such errors?

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

14. Explain the different types of barriers to communication.
15. Address a letter to an insurance company for inquiring for loan against policy.
16. Draft a letter covering indent.

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

17. Case Study :
Draft a letter of complaint against defective goods for a Biscuit company.

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