

Total No. of Pages: 1**Register Number:**

Name of the Candidate:

**M.B.A (COMMUNICATION) DEGREE EXAMINATION, 2011****(FIRST YEAR)****(PAPER-I)****120. MANAGERIAL COMMUNICATION**

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

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

1. Define Communication.
2. What is verbal communication?
3. What do you mean by mass media?
4. What is the use of foot note?
5. Explain the layout of business letter?
6. What is the importance of circular?
7. List the types of interviews.
8. What is Grapevine?

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

9. Explain the importance of communication in an organization.
10. Explain the features of a business letter.
11. Explain Non-verbal communication.
12. Is group communication essential in an organization? Explain.
13. Discuss the points to be considered while preparing a report.

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

14. Explain the pros and cons of written communication.
15. How graphs and visual aids are being used in communication?
16. Draft a circular letter to inform the visit of Union minister to our bank.

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

17. Prepare a sales report for the current year stating the current sales competition and future plans (Product of your choice).

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