

Total No. of Pages: 1**7055**

Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(FIRST YEAR)****130: BUSINESS COMMUNICATION**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. What are the barriers to communication?
2. List the importance of listening in communication.
3. What are the different kinds of business letters?
4. Is conflict unhealthy in a communication?
5. Explain Para language.
6. List the rules of oral presentation.
7. What is meant by a targeted resume?
8. Mention the characteristics of a good report.

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Discuss the role and importance of communication in today's modern business scenario.
10. Identify the key ingredients of an effective business letter.
11. Prepare a resume with a covering letter for the post of a finance executive in a multinational company.
12. Write a two page report analysing the current scenario in the education sector to be published in the university magazine.

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

13. Write a E-mail to the librarian of the district library seeking permission to access select databases.
14. Write down the importance of non-verbal communication. What are the means of non-verbal communication?
15. What are the essential qualities required for an effective Oral presentation?

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

16. Discuss the advantages and disadvantages of Grapevine communication in an organisation. As a manager, how would you tackle grapevine communication in your workplace?
 1. Can a manager control informal communication in an organization
 2. What will promote healthy informal communication in an organisation.
