

D 72190

Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014**

(CUCSS)

**BUSIC01—BUSINESS COMMUNICATION**

(2013 Admission onwards)

Time : One and a Half Hour

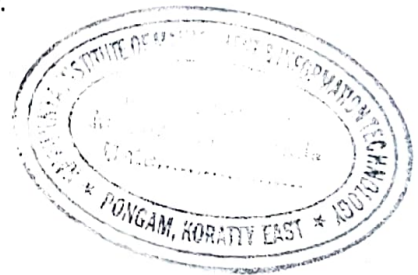
Maximum : 18 Weightage

**Part A**

*Answer all the questions.*

*Each question carries 1 weightage.*

1. What is noise in communication ?
2. What is body language ?
3. Write a note on offer.
4. Define Kinesics.
5. What are the uses of mock interview ?
6. What is bibliography ?



(6 × 1 = 6 weightage)

**Part B**

*Answer any three questions.*

*Each question carries 2 weightage.*

7. Distinguish between internal and external communication.
8. Explain the layout of a business letter.
9. How do you write a rejection letter of an offer ?
10. Enumerate and explain the role of interviewer while conducting an interview ?
11. Explain the role of yoga in personality development ?

(3 × 2 = 6 weightage)

**Part C**

*Answer any one question.*

*Each question carries 6 weightage.*

12. You have noticed that many employees are coming late to the office. You need to bring in discipline in office. Prepare a notice in this regard.
13. Explain the guidelines for writing a good project report.

(1 × 6 = 6 weightage)