

D 72588

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019

(CUCSS)

M.B.A.

BUS 1C 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What do you mean by 'non-verbal communication' ?
2. What is the meaning of business letter ?
3. What is the significance of proxemics ?
4. Mention the importance of listening.
5. What do you mean by 'complaint letter' ?
6. Outline the meaning of semantic barrier in communication.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Draft an office circular stating opening of a new branch with launching of a new product.
8. Aditya Business Solutions requires smart, young graduates with good communication skills in English for their customer support team. Aspiring candidates must be willing to work in night shifts. Previous work experience is optional.
 - (a) Prepare a resume appropriate to this job advertisement.
 - (b) Write a suitable cover letter for this resume.
9. How kinesics is considered as an important part of non-verbal communication ? Explain.
10. Explain the reasons for communication gap.
11. Explain seven C's of communication.
12. Discuss the guidelines to be followed in overcoming communication barriers.

(4 × 3 = 12 weightage)