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Name	
Reg.	No

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(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 is Verbal Communication?
- 2. Define 'Kinesics'.
- 3. What is para-language?
- 4. Distinguish between internal and external communication.
- 5. What is 'Letter of agency'?
- 6. What do you mean by noise in communication?

 $(6 \times 1 = 6 \text{ weightage})$

Part B

Answer any four questions.

Each question carries 3 weightage.

- 7. What are the principles of effective listening?
- 8. Bring out the differences between visual communication and telecommunication.
- 9. How to conduct interviews? Discuss the etiquettes of conducting an interview.
- Write a note on the elements of meeting presentations.
- 11. Explain the importance of 'circulars'.
- 12. Discuss the role of social media in Business Communication.

 $(4 \times 3 = 12 \text{ weightage})$