

D 53830

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024

(CUCSS)

M.B.A.

BUS 1C 01—BUSINESS COMMUNICATION

Time : One Hour and a Half

Maximum : 18 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Explain communication process.
2. Explain the relevance of paraphrasing.
3. What are the essential features of an offer letter ?
4. What is discriminative listening ?
5. Write a short note on stress interview.
6. Explain the role of visual support in business presentation.

(6 × 1 = 6 weightage)

Part B*Answer any four of the following questions.**Each question carries 3 weightage.*

7. Elaborate strategies to overcome communication barriers.
8. Prepare a resume for applying towards a Management Trainee profile in SAP.
9. Explain the features of a good complaint letter.
10. Explain the relevance of body language in effective communication.
11. What are the preliminary preparations required for attending an interview ?
12. Elaborate the steps involved in planning of a meeting.

(4 × 3 = 12 weightage)