

D 115585

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2025

M.B.A. (CUCSS)

BUS IC 01—BUSINESS COMMUNICATION

Time : One Hour and a Half

Maximum : 18 Weightage

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

1. What is noise in communication ?
2. What is Proxemics ?
3. Explain active listening.
4. Explain the offers and quotations.
5. Explain stress interview.
6. What is a press release ?

(6 × 1 = 6 weightage)

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

7. Discuss the different methods of communication.
8. Elaborate on the characteristics of a good letter.
9. Explain the physical and linguistics barriers to communication.
10. Elaborate on the different types of reports.
11. Explain how agenda helps in smooth conducting of a meeting.
12. Explain the various audio visual aids to business presentations.

(4 × 3 = 12 weightage)