



Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2013**

(CSS)

**Paper 1.9—BUSINESS COMMUNICATION**

(2010 Admissions)

Time : One and Half Hours

Maximum : 18 Weightage

*Answer all the Parts.*

**Part A**

*Answer all the questions.  
Each question carries 1 weightage.*

1. What is non-verbal communication ?
2. What is a memo ?
3. What is the purpose of communication ?
4. What is complementary close in a Business letter ?
5. What is conversation control ?
6. What is teleconferencing ?

**Part B**

*Answer any three questions.  
Each question carries 2 weightage.*

(6 × 1 = 6 weightage)

7. Discuss the characteristics of a good letter.
8. Compare and contrast oral and written communication.
9. What is telephonic interview ?
10. Differentiate between an agenda and a letter.
11. What are the barriers of listening ?

**Part C**

*Answer any one of the following.  
Each question carrier 6 weightage.*

(3 × 2 = 6 weightage)

12. Discuss the process of effective communication.
13. Explain the types of Business communication.

(1 × 6 = 6 weightage)