



Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2012

Paper 1.9—BUSINESS COMMUNICATION

(2010 Admissions)

Time : One Hour and a Half

Maximum Weightage : 18

Answer all parts.

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is the need for Business Communication ?
2. What do you mean by 'tone of courtesy' ?
3. What is external communication ?
4. What do you mean by body language ?
5. What is a 'resume' ?
6. What are circulars ?

(6 × 1 = 6 weightage)

Part B

Answer any three questions.

Each question carries 2 weightage.

7. Describe with examples the process of effective communication.
8. Briefly explain different methods of communication.
9. Explain physical barriers to effective communication.
10. What are the principles of effective listening ? Explain with examples.
11. Enlist the different types of business letters and explain them briefly.

(3 × 2 = 6 weightage)

Part C

Answer any one question.

Each question carries 6 weightage.

12. What are the characteristics of a good business letter ? Explain with appropriate examples.
13. What are reports ? What factors go into making good report ? Explain with examples.

(1 × 6 = 6 weightage)