Name.................................

Reg. No..............................

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2014

(CUCSS)

BUS IC 01—BUSINESS COMMUNICATION

(2013 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

PART A

Answer the following. Each question carries 1 weightage

1. What is upward communication?
2. What are the kinds of business letters?
3. Enumerate the contents of a circular?
4. Write a note on quotations.
5. What is kinesics?
6. What is transactional analysis?

(6 X 1=6)

PART B

Answer any three of the following. Each question carries 2 weightage

7. Prepare a notice for informing the time and date of placement interview by a reputed trader.
8. Prepare a resume to be sent to a consultancy with a covering letter for getting a suitable Human Resource department placement.
9. How do you use games and exercises for developing personality? Specifically explain the games and exercises in such cases.
10. Prepare an appointment order for the management trainees with MBA degrees.
11. You were asked by another trader to give a trade reference about M/s KA Enterprises, Calicut. You came to know some uncomplimentary facts about the party. Write a tactful letter, indicating your inability to give reference.

(3 X 2 = 6)

PART C

Answer any one of the following. Each question carries 6 weightage

12. You are the Operations Manager in XYZ company. Draft a report to the Managing Director about the High freight charges and erratic performance by the transport firm that at present undertakes the transportation of your company's products. You may also suggest the need for finding an alternative agency for the job. Assume suitable data if necessary.

13. A meeting of the Board of directors is scheduled to be held on 7th August 2014 at the registered office to consider and take on record the audited financial results for the year ended 31st December, 2013. Prepare a notice for publication in The Economic Times. Write a letter (only body) requesting the insurance company to urgently send the insurance policy which you need to submit to your bankers.

(1X 6 = 6)