

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

(CUCSS)

BUS C 101 – BUSINESS COMMUNICATION

(2013 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is grapevine?
2. What is lateral communication?
3. Write a note on para language.
4. Enumerate the barriers in communication.
5. Enumerate the elements in an annual report.
6. What is mock interview?

(6 × 1 = 6 weightage)

Part B

Answer any three questions.

Each question carries 2 weightage.

7. Distinguish between verbal and non-verbal communication.
8. Explain the steps in the process of conducting interviews.
9. What are the types of listening? Explain.
10. "Ego states of individual decides the receptivity of communication" – Discuss.
11. Explain the use of physical exercises in improving personality of an individual.

(3 × 2 = 6 weightage)

Part C

Answer any one question.

The question carries 6 weightage.

12. Write a complaint letter to your supplier regarding the delivery of raw materials not matching the specifications provided by the purchase department.
13. What is structured interview? How it is different from unstructured interview? Explain with examples.

(1 × 6 = 6 weightage)