

D 12142-A

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2016
(CUCSS)

BUS IC 01—BUSINESS COMMUNICATION
(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Section A

Answer all the questions.
Each question carries 1 weightage.

1. What is a resume ?
2. What is meant by body language ?
3. What is a press release ?
4. What are the kinds of business letters ?
5. List the factors affecting listening.
6. What is lateral communication ?

(6 × 1 = 6 weightage)

Section B

Answer any four questions.
Each question carries 3 weightage.

7. List and explain the characteristics of a good letter.
8. What are the psychological barriers to communication ? How can these be overcome ?
9. Highlight the scope and importance of corporate communication. What are its components ?
10. Draft a letter of complaint using a hypothetical situation.
11. What are the elements of presentation ? What factors must be considered while designing presentations ?
12. Discuss the role of social media in communication.

(4 × 3 = 12 weightage)