

C-6429

Sub. Code

31012

M.B.A. DEGREE EXAMINATION, APRIL 2022

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all the questions.

1. What is meant by communication?
2. What is business vocabulary?
3. What are the psychological barriers to listening?
4. What is sales presentation?
5. What do you mean by Conference?
6. What do you mean by Group discussion?
7. What is business letter?
8. What do you mean by enquires?
9. What is a monologue?
10. What is specimen adjustment letter?

Answer **all** the questions.

11. (a) Explain the C's in good communication.
- Or
- (b) Describe the common errors in communication.
12. (a) Explain the different methods of presentations.
- Or
- (b) How does you delivering effective speech in a firm on various occasions?
13. (a) Describe the important techniques of group discussion.
- Or
- (b) Explain the purpose of seminars with suitable examples.
14. (a) Explain the format of business letter.
- Or
- (b) Draft an office memorandum relating to warning an employee for his carelessness in work.
15. (a) Describe with examples commonly used layout conventions of business letters.
- Or
- (b) Explain any four instances when Complaint letter is written.

Answer **all** questions.

16. (a) Define communication and explain the different types of communication.
- Or
- (b) Discuss the elements of the communication process.
17. (a) Describe about planning and developing speeches in a organization on special occasions.
- Or
- (b) Explain the ingredients of a discussion.
18. (a) Explain the tender notice. How does it help in the organization?
- Or
- (b) Draft an office order asking the employees to submit their monthly work report within the stipulated time.