

G 4505

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

First Semester

BA 1605 — COMMUNICATION SKILLS

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define communication.
2. What is internal communication?
3. What are the advantages of listening?
4. Why does semantic barrier occur?
5. What is meant by 'memo'?
6. What do you mean by 'minutes'?
7. Define 'good business report'.
8. What is bibliography?
9. What do you mean by 'Appended parts'?
10. What is a 'proposal'?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the role of communication in the business.
(ii) List down the main objectives of communication.

Or

- (b) As a marketing head, you are required to make a presentation to a public sector undertaking about your financial products. How would you prepare your presentation?

12. (a) What is listening and suggest suitable measures to become a good listener?

Or

- (b) How do you conduct the Interview? List out the guidelines for interviewee's preparation for the interview.

13. (a) Draft an application for the job of a 'Lecturer in management department'.

Or

- (b) "Complaints are not routine letters. The writer has to write them with special care and skill". Do you agree with this view? Justify your answer.

14. (a) What are the features of good business report? What are the qualities essential for a good report writer?

Or

- (b) Explain the various parts of a technical report.

15. (a) List down the contents of a project proposal.

Or

- (b) Explain the contents of the project proposal in letter format.