

**G 8155**

M.B.A. DEGREE EXAMINATION, JANUARY 2006.

First Semester

BA 1605 — COMMUNICATION SKILLS

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. State the elements involved in communication process.
2. What are the main forms of communication in Business?
3. State the elements involved in the process of "selective attention".
4. Write the effective statements for the following :
  - (a) Please endorse your name on the back of this check
  - (b) As a matter of interest, I am interested in learning your procedure
  - (c) Smoking is prohibited everywhere except in the lobby
  - (d) The president is of the opinion that the tax was paid.
5. Briefly explain the components involved in "Listening process".
6. Write down the techniques involved in conducting meetings.
7. How would you number the following graphics in a report? Seven tables, Six charts, Nine maps.
8. Define the term "Extemporaneous Presentation".
9. "Carefully present and receive a business card in Japan" – Elucidate this statement.
10. Define – Proximics.

PART B — (5 × 16 = 80 marks)

11. (i) National cereals Inc., wants to determine the effectiveness of their advertising campaign which are aimed at children. Presently they are aiming their advertisements to the parents. Develop a plan for the experimentation methods you would use to determine the effectiveness of new campaign.

(ii) You are advised to prepare a report on the plan.

12. (a) Discuss the various forms of written communication inside the organization.

Or

(b) Discuss the various types of informal communication inside the organization.

13. (a) Discuss the techniques involved in "formal speeches".

Or

(b) Discuss the variables affecting "team work communication" and how do you make the "team communication" more effective?

14. (a) Discuss the role of non-verbal communication in interviews.

Or

(b) "Technology development in the Audio-Visual communication tremendously affected the written and oral media of communication" – Discuss.

15. (a) You are a Manager of a famous five star Hotel at Mumbai. The interior decorators who have completed their work in the Hotel have given one year guarantee for the colors of the carpet. After 6 months you find that colors of the carpet are fading away. Write a letter to the Interior decorators about the problem and make a suitable claim. Let your claim be direct and powerful.

Or

(b) "I have placed every graphic near the place and write about it. The reader can see graphic without any additional help from me. It just doesn't make sense to direct the reader's attention to the graphics with words" – Evaluate this comments. Discuss the ways of effective use of pictographs.