

Q 6505

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2006.

First Semester

BA 1605 — COMMUNICATION SKILLS

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A -- (10 × 2 = 20 marks)

1. Briefly explain the Communication Process.
2. What are the forms of written communication in organizations?
3. What is grapevine?
4. Can you find the more appropriate less offensive words for the following?
Substantiate your answer.
Business man Man power Congress man Chairman.
5. "In the current scenario of Business E-mail is the main form of communication". Why?
6. What are the different types of Interviews conducted in Business situations?
7. Define persuasion, when is it important in Business events?
8. Define the term 'Proposal'. What are the common types?
9. What are the elements involved in "Listening Process"?
10. Define "Pictograms".

PART B — (5 × 16 = 80 marks)

11. (i) "The most important thing in communication is to hear what is not being said" – Comment on the statement.
(ii) Write notes on the Cross Cultural Communication.

12. (a) Discuss the barriers in Communication.

Or

(b) Write notes on the problems in Listening and how can be improved.

13. (a) Write a research proposal to analyse the factors related to customer satisfaction of any of the health drink.

Or

(b) Discuss the different kinds of Graphics used for presentation.

14. (a) What are steps involved in Collection Series?

Or

(b) Solutions Software Corporation, Delhi, requires a business development Executive. The person they are looking for must be able to plan for and produce tangible results in business growth. He must have good command over spoken and written English and Hindi. Draft a suitable application for appointment and incorporating your CV.

15. (a) Discuss the important aspects to be focused as an Interviewee and Interviewer.

Or

(b) How do you prepare yourself for the effective Business Presentation?