



MBA (PT) III/11.14.1070(a)

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MBA (PT) DEGREE III SEMESTER EXAMINATION MAY 2014

SMP 2301 BUSINESS COMMUNICATION
(2012 Scheme)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* the questions)

(5 x 2 = 10)

1. What are the barriers to listening?
2. How is a memorandum different from a letter?
3. Write a short note on eye contact?
4. What are the features of good communication?
5. What are the different types of report?

PART B

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Write a note on the barriers to communication and the means to overcome them.
7. What are the paralinguistic aspects of effective oral communication?
8. Explain 'Kinesics' and 'proxemics' in the context of non-verbal communication.
9. What is 'electronic commerce'?
10. How is a conference different from a committee meeting?
11. The advantages and disadvantages of video conferencing, when compared to face to face conference.
12. List out the essential components of a formal business letter in the Indian context.

PART C

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Compose a message to be sent through E-mail, to an advertiser that you are sending your C.V. to referring to his advertisement in 'The Time of India' dated 5-11-12.
14. Draft a circular letter announcing a marginal increase in the prices of your products, giving reason(s) for the increase and soliciting the customer's patronage?
15. You are a wholesale dealer of a particular brand of computers. Out of the latest consignment of 500 units twenty units were found defective. Write a letter to the distributor asking for replacement?
