



MBA (PT) III/11.14.1070(b)

Reg. No.

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**MBA (PT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014**

**SMP 2304 BUSINESS COMMUNICATION**  
(Prior to 2012 Admissions)

Time: 3 Hours

Maximum Marks: 50

(All questions carry *EQUAL* marks)

(5 x 10 = 50)

I. Briefly explain the components and process of communication.

**OR**

II. "The lack of upward communication can be disastrous". Elucidate.

III. Discuss the significance of silence as a means of communication. Give examples to make your points.

**OR**

IV. What do you mean by interview? How is it different from (a) presentation and (b) a group discussion?

V. What are the salient characteristics of a good business letter? What are the significant differences between letters and circulars?

**OR**

VI. You have received quotations for electrical goods from Modern Electricals Ltd. But you find that their terms of 7% trade discount and 30 days' credit are not competitive compared to quotations from others. Write a letter asking them to offer you better terms.

VII. Discuss the different types of reports that are usually used in a medium sized joint stock company engaged in manufacturing and trading. Briefly explain the purposes and essential qualities of any three important types of report.

**OR**

VIII. You are a sales manager of a company, manufacturing soaps and detergents. Write a report on the recent decline in the sale of your product and give some concrete suggestions for boosting sales.

IX. Briefly explain the relative merits and demerits of 'Technology enabled communication' in comparison with the conventional forms of communication.

**OR**

X. Enumerate the advantages of the following in communication.

- (a) Cellular phones
- (b) Video conferencing
- (c) Fax
- (d) E-mail

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