



MBA(IB)/12.13.1096

**MBA (INTERNATIONAL BUSINESS) DEGREE I SEMESTER EXAMINATION  
DECEMBER 2013**

**SMI 2104 BUSINESS COMMUNICATION**  
(2012 Admission onwards)

Time: 3 Hours

Maximum Marks: 50

**PART A**  
(Answer *ALL* questions)

(5 × 2 = 10)

- I. Silence communicates in different ways. Elaborate.
- II. Write on speech-gesture coordination.
- III. What is upward and downward communication?
- IV. Distinguish between a seminar and workshop.
- V. What do you mean by 'audience analysis'?

**PART B**  
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

- VI. What are the features of communication and how does the knowledge of communication process help us in communicating effectively?
- VII. 'Meaning lies not in words but in the perception of the same'. Discuss.
- VIII. What do you mean by 'interview'? How is it different from (i) presentation (ii) group discussion
- IX. Technology based business communication requires planning before its implementation. Discuss.
- X. "Non-verbal components" are culture and situation specific. Elucidate.
- XI. Write short notes on (i) agenda (ii) notification (iii) minutes
- XII. Write a brief note on the importance of letter writing for a business organisation.

**PART C**  
(Answer *ANY TWO* questions)

(2 × 10 = 20)

- XIII. As the secretary of your organisation write out a notification for a board meeting, giving the agenda and enclosing the minutes of the last meeting.
- XIV. Aspiring to join the communication skills development programme offered by the British Council, Chennai, draft an e-mail seeking the relevant information such as its duration, fee, batch timings, type of materials used, evaluation etc along with other necessary details.
- XV. You are the administrative officer of your organisation and your employer is considering purchasing some new items of office equipment. Write a report recommending the equipment you think will result in greater efficiency and give reasons for your recommendations. You may invent any names situations and machines which you consider relevant to your report.