

MBA Degree (FT/PT) I/III Semester End Semester Examination - February 2022  
21-371-0104/20-372-0301: BUSINESS COMMUNICATION  
(Regular)

Time: 3 Hours

Max. Marks: 50

**PART A**

(Answer ALL Questions. Each question carries two marks)

1. State the four components of vocal variety in public speaking.
2. What is the difference between tone and voice of an email?
3. What are the different parts of a memo?
4. Discuss about proxemic zones of personal space.
5. What are the four reasons why business communication is considered to be very important?

(5 x 2 = 10)

**PART B**

(Answer any FIVE Questions. Each question carries 4 marks)

6. State four qualities of a great email subject line with examples?
7. In the AIDA model, what are the three different ways to attract the audience?
8. Differentiate between Anaphora, Antithesis, Alliteration and Parallelism.
9. Discuss about three types of business reports with relevant examples.
10. What are the four PowerPoint techniques that can be adopted from Steve Jobs with examples?
11. Discuss about the six sources of miscommunication in cross cultural exchanges. With examples.
12. Explain the different components of a communication process with the help of a diagram.

(5 x 4 = 20)

**PART C**

(Answer any TWO Questions. Each question carries 10 marks)

13. Explain in detail, the different types of external and internal communication that exists in an organization of your choice with examples?
14. What are the barriers to effective Listening? Explain the model of active listening that can be employed to improve interpersonal communication with examples?
15. Explain in detail the important components of a business letter with an example?

(2 x 10 = 10)