



MBA.F.I/11.993

MBA (FT) DEGREE I SEMESTER EXAMINATION NOVEMBER 2011

SMS 2105 BUSINESS COMMUNICATION

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. Describe the process of communication indicating clearly the role of each constituent element in the realm of business.
OR
B. "Listening is the essence of communication". Elucidate.
- II. A. What is the role of non verbal components in Verbal communication?
OR
B. The machines have taken over many of the routine functions of a business office such as recording information, receiving and sending messages, calculating, gathering and analyzing data. Discuss.
- III. A. Describe the information that must be included in (i) sending quotations (ii) placing orders (iii) sales letters.
OR
B. Write a letter to Chettiyar Agencies, Palayam Road, Trivandrum, enquiring about trade details such as discount allowed for wholesale purchases, whether credit purchase is possible, mode of delivery of items ordered etc.
- IV. A. What are the different types of reports written in a business organization? Discuss.
OR
B. A sales promotion campaign that you organized was a failure due to reasons beyond your control. Write a report on the same for submission to Vice-President, Marketing.
- V. A. "High tech communication tools are fast replacing the high-touch, more personal forms of communication." Comment.
OR
B. Briefly explain the relative merits and demerits of 'Technology enabled Communication' in comparison with the conventional forms of communication.
