



MBA.IB.I/12.12.1102

**M.B.A. (INTERNATIONAL BUSINESS) DEGREE I SEMESTER  
EXAMINATION DECEMBER 2012**

**SMI 2104 BUSINESS COMMUNICATION**  
(2012 Admissions)

Time : 3 Hours

Maximum Marks : 50

**PART A**

(Answer *ALL* questions)

(5 x 2 = 10)

1. What are the components of communication?
2. What are the features of a good report?
3. Draft an email acknowledging the receipt of an appointment letter.
4. Write on the characters of a good interviewer.
5. What are horizontal reports?

**PART B**

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Discuss on verbal and non-verbal barriers to good communication.
7. What do you mean by group dynamics? While participating in a GD, what aspects of group dynamics will you keep in mind?
8. 'Public speaking gives equal weightage to verbal and non-verbal aspects of communication'. Elucidate.
9. What are the important features of a resume?
10. Explain the significance of good listening in business communication.
11. Body language can make or mar a speech. Discuss and elucidate.
12. Elucidate the chief linguistic factors in communication.

**PART C**

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. What are the various types of reports? Explain their essential features.
14. 'Technology and communication go hand in hand'. Discuss.
15. Global Electronics, Kochi, Kerala has recently launched a new film projector. Assuming yourself to be the sales manager of this company, write a sales letter to the Principals of all the colleges in your city to promote the new product. Point out its features and facilities.

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