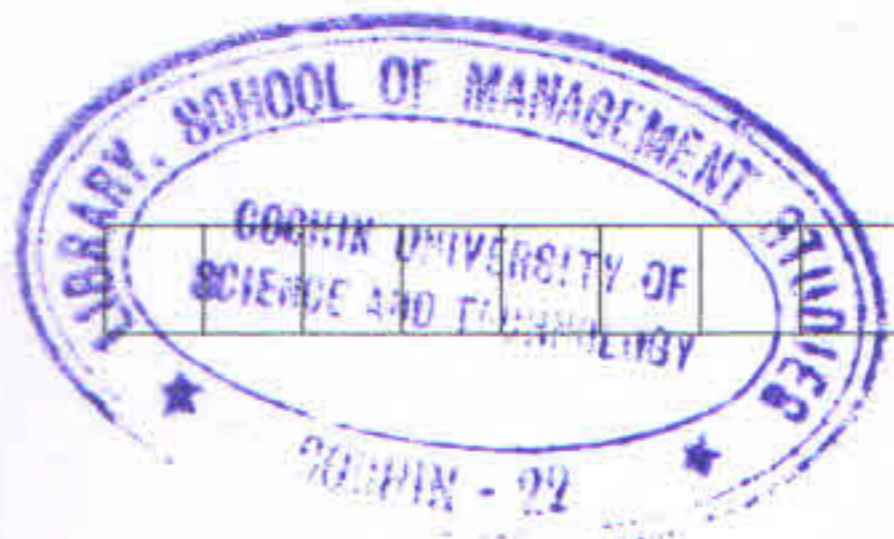


MBA.III/11.16.0703

Reg. No.



B

MBA (PT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMP 2301 BUSINESS COMMUNICATION

(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. What is good listening?
2. What is proxemics in terms of non-verbal communication?
3. What are the aspects to be considered while interviewing a candidate?
4. What are circulars?
5. Importance of audience analyses in communication.

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What are the barriers to good listening?
7. Etiquette and manners in telephone communication.
8. Art of drafting a good business letter.
9. Explain briefly the components of communication.
10. What are the various types of reports? Explain.
11. Describe the visual aids used in communication.
12. Compare oral and written communication.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. You are the manager of a firm that deals with electronic gadgets. Draft a letter to your overseas supplier to supply the goods with 10% trade discount along with 30 day's credit facilities.
14. The impact of technological advancements in communication.
15. Describe verbal and non-verbal communication.
