

M.B.A. (IB) DEGREE III SEMESTER EXAMINATION. NOVEMBER 2010

SMI 2304 BUSINESS COMMUNICATION

(5 x 10 = 50)

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

- I. A. Explain the components of communication and the barriers to good communication.
OR
B. What are the various types of listening and what are the barriers to good listening?
- II. A. Explain the non-verbal components of communication.
OR
B. Briefly describe (i) a good telephone communication in business (ii) a successful business presentation.
- III. A. Draft a circular letter announcing the admission of a partner to your firm.
OR
B. You have recently purchased a mobile phone of a particular brand. You are dissatisfied with the performance of the set. Write a letter of complaint to the dealer asking for replacement.
- IV. A. What are the various forms of reports? Explain.
OR
B. What are the purposes, kinds and parts of Proposals?
- V. A. What are the modern technological gadgets in the field of business communication? Explain.
OR
B. What are (i) Pictograms (ii) Defamation (iii) Horizontal communication (iv) Linguistic factors in business communication? Explain each.

