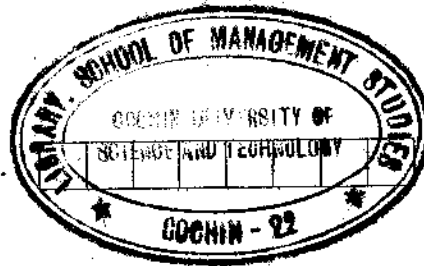


MBA (PT) III/11.15.0879

Reg. No.



MBA (PT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

SMP 2301 BUSINESS COMMUNICATION
(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. What are the components of communication?
2. What are the various types of written communication in an Organization?
3. What are the non-verbal aspects of communication?
4. What are the important factors to be noted while speaking in public?
5. What are notices and memos? Give examples.

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Briefly describe various methods of audience analyses.
7. Outline the etiquette and manners in conversation.
8. Discuss the importance of being a good listener in the process of communication.
9. What is non-verbal communication? Explain.
10. What are the various aspects involved in interviewing?
11. What are the various types of reports?
12. Briefly discuss various tips to communicate effectively.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Assuming to be Manager of an exporting firm, draft a follow up letter to a foreign firm citing your anxieties to know their requirements and your willingness to supply the goods immediately.
14. Discuss the importance of technology in communication.
15. What are the barriers to good listening? How can one overcome these barriers?
