

D 12388

Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
[2016 SCHEME] EXAMINATION, JANUARY 2022**

M.B.A.

BUS IC 01—BUSINESS COMMUNICATION

(2016 Scheme)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Explain horizontal communication.
2. Explain oculesics.
3. Differentiate offers and quotations.
4. What is reactive listening ?
5. Write a short note on press release.
6. Define social media communication.

(6 × 1 = 6 weightage)

Part B*Answer any four of the following questions.**Each question carries 3 weightage.*

7. Elaborate E-mail etiquettes.
8. Explain the structure of a business letter.
9. Non verbal communication is critical for leaders in organizational setting. Justify.
10. Explain the relevance of group communication with examples.
11. What are the essential components of business presentations?.
12. Prepare the agenda for the Annual General Body meeting of Sapphire Technologies Ltd.

(4 × 3 = 12 weightage)