

D 33170

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2023

M.B.A. (CUCSS)

BUS 1C 01—BUSINESS COMMUNICATION

Time : One Hour and a Half

Maximum : 18 Weightage

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

1. What is Video Conferencing ?
2. Explain Haptics.
3. Explain in Depth Interview.
4. What is Board Resolution.
5. Write a short note on digital marketing.
6. Define linguistic barriers in communication.

(6 × 1 = 6 weightage)

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

7. Elaborate downward communication strategies in an organization.
8. Explain the importance of a covering letter to a resume.
9. What are the features of a report submitted by a committee ?
10. The mindset and emotional status of sender and receiver plays vital role in effective communication. Justify the statement.
11. What are the pre planning required for an interviewer to conduct an interview ?
12. Explain the features of crisis communication.

(4 × 3 = 12 weightage)