

C 32259

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 1C 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is communication barrier ?
2. What do you mean by 'channels of communication' ?
3. Mention the types of business letters.
4. State the various kinds of reporting used in business communication.
5. How does memo differ from a letter ?
6. What do you mean by visual support in group communication ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Will advances in computer technology mean further dramatic changes in the layout of business documents (e.g. digital cameras, scanners, etc.)? What changes are most likely? Will these changes help us communicate? Bring out the differences between visual communication and telecommunication.
8. Write a note on orders and quotations in business communication parlance.
9. Discuss the methods of business communications. Give suitable examples.
10. Explain the characteristics of a good letter.
11. What are graphic aids? How are they useful in group communications ?
12. Explain the barriers of communication.

(4 × 3 = 12 weightage)