

Code: 9E00106

MBA I Semester Supplementary Examinations, October/November 2013

BUSINESS COMMUNICATION

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define communication. Explain the process with various elements.
- 2 Briefly explain the advantages and limitations of oral communication.
- 3 Explain the steps in sign/ body languages with examples.
- 4 Discuss about the styles of communication.
- 5 Write down the importance of interpersonal perception and its influence.
- 6 Explain:
 - (a) Writing good news and bad news.
 - (b) Meetings and oral presentations.
- 7 How do barriers takes place at different stages of communication process?
- 8 What are the formal and informal interviews? Differentiate and elaborate.
