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Register Number :

6980

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(CUSTOMER RELATIONSHIP MANAGEMENT)

(FIRST YEAR)

110 — BUSINESS COMMUNICATION

Time : Three hours

Maximum :75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Define the term Communication.
2. What do you understand by body language?
3. What do you meant by 'You Attitude'?
4. Define the word 'Preciseness'.
5. What do you mean by office orders?
6. State the meaning of minutes.
7. What do you understand by refresher programs?
8. Define downward communication.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. What are the barriers of communication?
10. Write the process of formal written communication.
11. What are principles of writing reports for management?
12. Enumerate the advantages and disadvantages of oral communication.
13. List the a few common errors in business writing.

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

14. Explain the nature and importance of interpersonal, group and mass communication.
15. Explain the different mode of interdepartmental communication.
16. What are the procedures to conduct the symposium and work-shops? Explain its benefits to the organisation.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Define group communication. Suggest a few exercises for developing a group communication in an service organisation.
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