

Total No. of Pages : 2

Register Number :

**7141**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION DECEMBER 2013.**

**(FINANCE AND INVESTMENT)**

**(FIRST YEAR)**

**180 — MANAGERIAL COMMUNICATIONS**

Time : Three hours

Maximum : 75 marks

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**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

1. Write Short note on
  - (a) Grapevine
  - (b) Visual Signals
  - (c) Egotism
  - (d) Intuitive listening
  - (e) Interpersonal Communication
  - (f) Orientation Interviews
  - (g) Complimentary note
  - (h) Minutes of the Meeting.

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

2. Discuss the merits and demerits of the formal channels of communication.
3. Discuss in detail the saying “Two heads are better than one”.
4. Discuss the various communication models.
5. Explain the meaning and nature of report
6. Explain the characteristics of a good speech.
7. Discuss in detail the different types of enquiry letters.

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

8. Describe the main contents of minutes of meeting.
9. Discuss the five modern means of communication.
10. Discuss the various stages of writing status-enquiry letters?

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

11. Assume yourself as a chief personnel manager of a leading MNC's. Draft a letter calling a candidate for an interview in reply to his application for the position of Chief Financial Executive.
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