

Register Number :

Name of the Candidate :

6 5 2 4

M.B.A. DEGREE EXAMINATION, 2012

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

(PAPER - VII)

**170. COMMUNICATION FOR GLOBAL
MANAGERS**

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

Write short notes on:

1. Communication process.
2. Barriers to listening.
3. Oral presentation.

Turn Over

4. Visual communication.
5. Written communication.
6. Memorandum.
7. Effective team.
8. Business report.

SECTION – B (3 × 15 = 45)

9. Explain the factors influencing the selection of media to suit the different types of communication.
10. Explain the types of non-verbal communication. Suggest guidelines to maximise non-verbal communication skill.
11. Draft a speech to be delivered to your subordinates to motivate them to reach the targeted productivity. Take care to make your draft to possess the characteristics of a good speech.
12. “Writing process is complete only when the three steps are adhered in totality”. Elaborate with an illustration.

13. What preparations are essential to make the team meeting meaningful?

SECTION – C (1 × 15 = 15)

(*Compulsory*)

14. Draft a proposal to start the business venture to extract amino acid from human hair near Palani hills, the abode of Lord Muruga. Your proposal has to seek financial support from a scheduled bank to the tune of ₹ 5 crores.