

Register Number :

Name of the Candidate :

6 5 2 4

M.B.A. DEGREE EXAMINATION, 2013

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

(PAPER -VII)

**170. COMMUNICATION FOR
GLOBAL MANAGERS**

May]

[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. Horizontal Communication.
2. 'Noise' in Communication.
3. Non-verbal Communication.

Turn Over

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4. Interview.
5. Visual aids.
6. Memorandum.
7. Team Spirit.
8. Good report.

SECTION – B (3 × 15 = 45)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. What are the barriers to communication? Give guidelines to overcome such barriers.
10. How would you organize a conference to disseminate the prospects of exporting agro-based products from India?
11. Make out a new report concerning untapped potentials in the handicrafts sector of your country through which there will be a scope to mobilize foreign currency reserves.
12. State the characteristic features of an effective team. As a manager, how would you make your team effective in all its endeavours?

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13. What is a Business Report? What is its importance? Give the format of a Scientific Business Report.

SECTION – C (1 × 15 = 15)

(Compulsory)

14. Draft a speech on 'Business Ethics' to be delivered in a meeting of Chamber of Commerce and Industries at Chennai.