

S.No. 5497

P 8 MBA 2

(For candidates admitted from 2008–2009 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2014.

Business Administration

MANAGERIAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25)

Answer ALL questions.

1. (a) Explain the different forms of face to face communication.

Or

- (b) Explain the uses of written communication in internal communication.

2. (a) What are the two major forms of letter style? Explain them with illustrations.

Or

- (b) Explain the various sources of information.

3. (a) Discuss on what basis the reports are classified.

Or

(b) How will you prepare a report? Discuss the various steps involved in preparing a report.

4. (a) What are the principles of non-verbal communication?

Or

(b) Bring down the uses of charts.

5. (a) What are the types of discussion groups?

Or

(b) What are the uses of minutes?

PART B — (5 × 10 = 50)

Answer ALL questions.

6. (a) What are the principles of communication? Discuss.

Or

(b) Discuss the kinds of communication in detailed manner.

7. (a) Briefly explain the various components of a business letter.

Or

(b) Explain the various letter styles followed by the business firm.

8. (a) Discuss about the form of market report.

Or

(b) Enumerate the various parts of a report along with the contents in a detailed manner.

9. (a) Explain the importance of telephonic conversation.

Or

(b) Discuss the characteristics of dyadic communication.

10. (a) What are the various kinds of meetings? Discuss the duties of the secretary in such meetings.

Or

(b) Enumerate the legal provisions regarding the notice of the meeting.