

S.No. 5497 C

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) State the different functions of business letter.

Or

- (b) Describe how listening acts as an aid to communication.

2. (a) What are testimonials?

Or

- (b) List out the situations in which letters of enquiry sent.



3. (a) How will you organize a report? Explain briefly.

Or

- (b) Write a press report on the following :
- (i) Fuel hike
  - (ii) Education upto V standard in Tamil medium.

4. (a) What are the uses of tables and diagrams?

Or

- (b) Bring down the methods of body language.

5. (a) State the uses of agenda.

Or

- (b) What are the rules regarding issue of notice for a general body meeting?

PART B — (5 × 10 = 50)

Answer ALL questions.

6. (a) List out the various barriers to communication. How will you overcome them?

Or

- (b) Enumerate the various functions of business letters.

7. (a) Detail the various contents of letter of application.

Or

- (b) Briefly explain the types of enquiry letters.

8. (a) Write a report by the works manager of a company to his directors about the fire accident occurred in the factory.

Or

- (b) As a personnel officer of an organization, write a simple letter report on "Labour fatigue" to your directors.

9. (a) Explain the merits and demerits of audio-visual communication.

Or

- (b) Discuss the different methods of face to face communication.

10. (a) Enumerate and explain the differences between ordinary resolution and special resolution.

Or

- (b) What is meant by minutes? What are the rules to be observed while drafting minutes?
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