

(For candidates admitted from 2008-2009 onwards)

M.B.A. DEGREE EXAMINATION, FEBRUARY 2015.

Business Administration

MANAGERIAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25)

Answer ALL questions.

1. (a) Discuss the significance of communication.

Or

- (b) What are the barriers to communication?
Explain in detail.

2. (a) Draft a sales letter announcing the introduction of new model mobile phone.

Or

- (b) Draft a letter to ABC stationery mart Bangalore placing an order for 50 dozens of pens of variety.

3. (a) What are long reports? Explain.

Or

(b) Explain the norms for appendices.

4. (a) Discuss the significance of body language.

Or

(b) What are graphs and charts? Explain their significance in report writing.

5. (a) What is meant by group discussion? Explain its benefits.

Or

(b) Discuss the concept and features of negotiation.

SECTION B — (5 × 10 = 50)

Answer ALL questions.

6. (a) Elaborate the principles of effective communication.

Or

(b) Discuss the different types of communication.

7. (a) What is a circular letter? Give any five examples of occasions which call for circular letters in business.

Or

(b) Draft a report as sales manager of your company for submission to the board of directors on the recent trends of sales in your company. Suggesting suitable remedies for declining sales.

8. (a) What are the contents of a research report? Give the specimen.

Or

(b) What is a report? Enumerate the different kinds of reports.

9. (a) Write a detailed note on non verbal communication.

Or

(b) Explain the various visual and audio visual aids for communication.

10. (a) What are the points to be noted while writing the minutes of the meeting?

Or

(b) Draft the minutes of the meetings of the board of directors of a company.