

Code: 9E00106

MBA I Semester Supplementary Examinations August 2014

BUSINESS COMMUNICATION

(For students admitted in 2010, 2011, 2012 and 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the following:
 - (a) Upward and downward communications.
 - (b) Grapevine phenomenon.
 - (c) Formal and informal communication.
- 2 Write the characteristics, significance, advantages and limitation of written communication.
- 3 Outline the guidelines for kinesics, proxemics, time language and haptics.
- 4 Explain the following;
 - (a) Communication model.
 - (b) Communication style.
 - (c) Johari window.
- 5 What do you mean by inter-personal perception? Explain how inter-personal perception influences interpersonal communication.
- 6 Explain types of communication barriers.
- 7 Explain different layouts of business letters with suitable examples.
- 8 Explain telephone etiquette and its importance while attending telephonic interviews.
