



QP CODE: 24800184



Reg No :

Name :

M.B.A. DEGREE EXAMINATION, DECEMBER 2023

First Semester

Faculty of Management Science

Core - MB010102 - BUSINESS COMMUNICATION

2019 Admission Onwards

0F15F92F

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Define organizational communication.
2. Write a note on chain network.
3. What is cross cultural communication?
4. What is Topical Group Discussions?
5. What you mean by debate?
6. What is a press release?
7. What are statutory reports?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. State the differences between internal and external communications.
9. Discuss at least three ways in which non-verbal communication helps managers to interact with their subordinates effectively.
10. Explain the ways to overcome communication barriers.
11. Explain the oral skills required for a manager.
12. Discuss the advantages and disadvantages of different forms of letter layouts.





13. What are the contents of a good report?. Explain.
14. Explain the importance of business reports.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. How has increased market globalization and cultural diversity contributed to the increased relevance of cross-cultural communication?
16. Draft your response to the advertisement given below: Included in the Fortune 500 companies, this multinational company is seeking management trainees in order to cope with the company's expansion plans. The challenging management training programme requires applicants with good communication skills, enthusiasm and high energy levels to be successful. They must be graduates, computer literate and should possess good interpersonal skills.

Compulsory Question

17. Draft a letter motivating a customer to try your newly launched product.

(2×10 = 20 Marks)

