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Question Paper Code : 85505

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Communication.
2. Why is feedback essential for communication?
3. Define 'inter-personal perception'.
4. Would you advise selective attention for a manager? Explain.
5. Briefly state the importance of business correspondence.
6. How does a business letter differ from other letters?
7. What are the major contents of a project report?
8. What are interpretative reports?
9. Briefly write the organization of a technical report.
10. How would you summarize an annual report?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the barriers to communication and the ways to overcome them.

Or

- (b) How are communication skills interlinked with efficient functioning of an organization? Discuss.

12. (a) Explain different types of interview and their purpose. Which is the most difficult to conduct for a manager and why?

Or

- (b) 'Decisions taken by a group are better than those taken by an individual'. Comment with the help of valid examples.

13. (a) Describe various types of letters that are exchanged between the buyer and the seller in the buyer and the seller in a purchase transaction.

Or

- (b) (i) Discuss different types of enquiry letter in detail. (8)
(ii) Write an enquiry letter to the S.S. cloth centre, Coimbatore on behalf of R.R. Cloth House, Chennai. (8)

14. (a) A Japanese company wants to invest in the textile sector in Tamil Nadu. Write a project report for the proposed project with imaginary data.

Or

- (b) Write a technical report on the topic 'global warming'.

15. (a) What are the different methods of collecting data for a report? Briefly explain the merits and demerits of various data collection methods.

Or

- (b) Explain different types of reports with examples.