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Question Paper Code : 95505

M.B.A. DEGREE EXAMINATION, AUGUST 2011.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Draw the basic communication process.
2. Classify the flow of communication in an organization.
3. List the steps in the listening process.
4. Give two examples each for internal and external functions of business communication.
5. Very briefly, mention what is wrong with the ends-justify-the-means ethical orientation.
6. What will you watch for in proofreading a business letter?
7. When is a direct pattern of report organization preferred?
8. Which visual aids will you use in a report to meet the following objectives:
 - (a) To illustrate the proportion of different components in an entity
 - (b) To describe a cause-effect relationship
9. Define a report.
10. Give three examples for analytical reports.

PART B — (5 × 16 = 80 marks)

11. (a) Describe some of the changes in today's workplace that make excellent communication skills mandatory for business executives.

Or

- (b) What are the barriers to inter-personal communication? How can they be overcome?

12. (a) Discuss the criteria considered while selecting the channel of communication. Which channel would you choose in communicating a good news such as someone getting selected as the best salesman of the year and a bad news such as reprimanding an employee for bad behaviour at work.

Or

- (b) What are the communicating lessons to be followed while planning and conducting an efficient meeting, say to finalize the annual budget?

13. (a) Read the following letter requesting information and action from a Product Manager. Do you think it will be effective? Can you improvise and re-write it?

Dear Sir :

Because we are one of the largest banking systems in the country, we receive hundreds of résumés from job candidates every day. We need help in sorting and ranking candidates by categories, such as job classification, education, work history, skill, and experience.

Recently, I was reading *WORKFORCE* magazine, and the March issue has a story about your new software program called Resumix. It sounds fascinating and maybe the answer to our problem. We would like more information about this program, which is supposed to read and sort résumés.

In addition to learning if the program can sort candidates into the categories mentioned earlier, I'm wondering if the program can sort candidates into the categories mentioned earlier, I'm wondering if the program can read all the different typefonts and formats that candidates use on their résumés. Another important consideration for us is training and troubleshooting. If we need help with the program, would you supply it?

Thank you for your cooperation.

Sincerely,

Or

- (b) Assume you are the Marketing Channel Manager. Write a promotional letter to the dealers motivating them to aggressively push a particular product from your product line, suggesting attractive rewards for their sales performance.

14. (a) Explain the steps involved in the Report Writing process.

Or

(b) What should be the tone of a business plan? Explain the contents of a typical business plan.

15. (a) Describe the components/contents of an informal business report.

Or

(b) Illustrate with examples, how the following serve as structural cues for report readers.

- (i) Introduction
 - (ii) Headings (multi-level)
 - (iii) Transitions
 - (iv) Punctuation marks.
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