

Reg. No. :

Question Paper Code : 85505

M.B.A. DEGREE EXAMINATION, FEBRUARY 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. Why communication is considered as the life blood of an organisation?
2. What is grapevine?
3. What is interpersonal perception?
4. What are paralinguistic features?
5. What are the functions of a memo?
6. How is tone important in dealing with a letter of complaint?
7. What is coherence?
8. Why does every report have an abstract?
9. What is project management?
10. What is the purpose of appraisal reports?

PART B — (5 × 16 = 80 marks)

11. (a) (i) How does communication style affect the management style of an organization? (8)
- (ii) How can you overcome the various barriers to communication? (8)

Or

- (b) Elaborate on the factors affecting communication with suitable examples.

12. (a) "Listening is the cornerstone of effective communication". Elucidate.

Or

(b) Why do managers need to develop effective presentation skills? How can they do it?

13. (a) Assume that you attended a meeting of the purchase committee to decide the purchase of an anti-virus software for your company. Write down the minutes with relevant details.

Or

(b) Write a letter of application for the post of Senior Manager (Software Development), to the HR Manager of ABC Company, 25, AOL Avenue, Yahoo City, Google State, India. Add a separate resume to your application.

14. (a) Imagine that you are the country head for Moby Dick Motors, a multinational company with headquarters in the US. You are in charge of setting up the manufacturing plant of Moby small cars at Sriperumpudur. Write a report on the progress of the establishment of the plant to the CEO in New York.

Or

(b) What are the different ways in which paragraphs can be organized in reports?

15. (a) You happen to work for the Great Insurance Corporation of India as a General Manager (Customer Care). You find that many multinational companies are coming up with very attractive insurance schemes. To retain your customers and also to expand your customer base, you have to introduce innovative insurance schemes. Submit a project proposal to the Managing Director of your company with adequate details.

Or

(b) Write a project report on a project you have successfully completed. Give all relevant details.