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Question Paper Code : GG 1505

M.B.A. DEGREE EXAMINATION, AUGUST 2010.

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. What is internal communication?
2. What is semantic barrier?
3. What is perception?
4. What is listening?
5. What is an agenda?
6. What is career objective?
7. What is a paragraph?
8. What are the four ways of organizing ideas?
9. What is an appraisal report?
10. What is an executive summary?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the various communication channels.

Or

- (b) Why do we need to understand barriers to communication?

12. (a) How can you persuade another person successfully for doing anything?

Or

(b) What are the characteristics of active listening?

13. (a) Suppose you have received a sales letter about a newly introduced watch. Write a letter of inquiry asking for necessary details.

Or

(b) Write a letter of application for the post of systems manager to the HR manager, skyward Info Tech Company, 220, Rajaji Marg, Hyderabad-500 007. Attach a separate Resume.

14. (a) Why is choice of vocabulary important for writing a report?

Or

(b) Write a five-page report on the number of employees sent out from a multinational company operating in India. Use the proper format of short report.

15. (a) What are the characteristics of a successful project proposal?

Or

(b) Write a project proposal to the CEO of south India telecom operations for expanding cell phone service to rural areas in Tamilnadu.