

Reg. No. :

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LL 1605

M.B.A. DEGREE EXAMINATION, AUGUST 2009.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define communication.
2. What are the disadvantages involved in group communication?
3. State the significance of 'feedback' in a communication process.
4. What is selective attention?
5. What is an enquiry letter?
6. Explain briefly 'office memorandum'.
7. Give the role of appendix in a project report.
8. What are the objectives of a project report?
9. What is bibliography?
10. What are footnotes?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the barriers to good communication. Suggest measures to overcome those barriers.

Or

- (b) As a manager, how would you utilize information technology for communicating effectively? Explain.

12. (a) What is interpersonal communication? Explain the theories of interpersonal relationship and communication.

Or

- (b) Explain motivation of the employees. How would you plan and deliver a speech to motivate your employees?

13. (a) What are the characteristic features of a business letter? Also explain different parts of a business letter.

Or

- (b) What are the objectives and advantages of writing circular letters? Write a circular letter announcing seasonal discount in your products.

14. (a) Explain different types of business report. What are the characteristics of a good report?

Or

- (b) Explain the principles of paragraph writing and sentence construction.

15. (a) Explain the meaning and characteristics of a project. What are the guidelines for writing a project report?

Or

- (b) Explain in detail the different steps involved in report writing.