

Reg. No. :

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Z 1505

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

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to M.C.A. Second Semester)

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the elements of Communication Process.
2. List down five main categories of feedback.
3. What is Interpersonal Communication?
4. What do you mean by active Listening?
5. What is Agenda?
6. What is an unsolicited enquiry?
7. What is Vocabulary?
8. What is an abstract?
9. What is an appendix?
10. What is a report?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the characteristics of communication and its benefits.

Or

- (b) Write short notes on communication barriers.

12. (a) Explain the factors contributing to poor listening.

Or

- (b) How should a candidate behave during a selection interview?

13. (a) Explain the procedure involved in drafting of minutes.

Or

- (b) Draft a resume to apply for the post of General Manager in Marketing Department at Hindustan Unilever Limited.

14. (a) Explain the principles of paragraph writing and kinds of sentences used in it.

Or

- (b) What is vocabulary knowledge? Highlight your suggestions for vocabulary development.

15. (a) Mention the characteristics of a good project report.

Or

- (b) Explain the types of business report.
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