



MB 03

**I Semester M.B.A. (Technology Management/Health Service Management/
Financial Service Management) Examination, December 2009/January 2010
COMMUNICATION SKILLS**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** sub questions. **Each** question carries **two** marks. **(2×5=10)**

1. a) What are the basic elements of communication ?
- b) Give an example for active and passive voice.
- c) Define memo.
- d) What is the purpose of reading ?
- e) What is a business report ?

SECTION – B

Answer **any five** questions. **Each** question carries **seven** marks. **(5×7=35)**

2. What is the importance of writing cover letters ?
3. Explain the purpose of statistical studies in business report writing.
4. What are different types of reading ?
5. List out the guidelines for thank you letters.
6. What are the different types of meetings ?
7. How will you ensure that your letter makes a good visual impression ?
8. Write a note on formal communication channels in an organisation.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** question carries **ten** marks. **(2×10=20)**

9. There have been constant complaints from your customers about late delivery of goods and shortage in the goods supplied. As head of the dispatch section you have been asked to look into the matter and report with recommendation. Draft your report.
10. In your experience, what problems prevent you from listening efficiently in the classroom ? What do you plan to do to overcome them ?
11. Explain different models of communication.
12. Discuss the strategies of effective listening.

SECTION – D

Answer **any one** question. **Each** question carries **fifteen** marks. **(1×15=15)**

13. Compare the features of verbal and non-verbal communication. List three situations in your experience where you would prefer to use verbal communication and explain your reasons.
 14. Prepare a bio-data and covering letter for the following walk-in interview.
A leading bank is looking for MBA graduates for “management trainee” position walk in on 2 and 3 January, between 10 and 3 p.m., at 59, Axis Bank, double road, Kuvempunagar, Bangalore – 560009.
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