

Register Number :

Name of the Candidate :

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**M.B.A. (RETAIL MANAGEMENT)
DEGREE EXAMINATION, 2008**

(FIRST YEAR)

(PAPER - II)

120. BUSINESS COMMUNICATION

May]

[Time : 3 Hours

Maximum : 75 Marks

PART – A (5 × 3 = 15)

*Write short notes on any FIVE
of the following in TEN lines each.
All questions carry equal marks.*

1. Define Business communication.
2. Write any six important aspects of communication skills.
3. What is mass communication ?
4. What are the qualities of good writing ?

Turn over

5. Define Business organisation.

6. What do you mean by creating effective communication ?

7. What do you mean by electronic communication ?

8. What is voice mail ?

PART – B (3 × 10 = 30)

Answer any THREE questions

in about FORTY lines each.

All questions carry equal marks.

9. Explain the stages involved in communication process.

10. Discuss the barriers in retail communication and write the steps for overcoming the retail communication.

11. Explain the qualities of good writing and analyse the style of good writing.

12. Discuss public authorities with examples.

13. Briefly explain on the use of internal memo in business communication.

PART – C (1 × 15 = 15)

Answer any ONE question.

14. Discuss the process of communication in detail.

15. Analyse the various functions of electronic communication.

16. How do you establish and maintain the retail image.

PART – D (1 × 15 = 15)

(Compulsory)

17. Prepare a business letter to the bank and public authorities related to retail purchase.