

Code: 14E00106

MBA I Semester Supplementary Examinations August 2015

**BUSINESS COMMUNICATION**  
(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Brief out various channels of communication.  
(OR)
- 2 List out the 7Cs of communication and brief out.
- 3 Write short notes on: (a) Body language and Para language.  
(b) Touch language and Space language.  
(OR)
- 4 Brief out various types of oral and written communication.
- 5 Explain various types of communication models.  
(OR)
- 6 Brief out different styles of communication.
- 7 Explain various types of barriers in communication.  
(OR)
- 8 Discuss about various styles of listening and tips for effective listening.
- 9 What are the main steps involved in report preparation?  
(OR)
- 10 Explain different techniques of attending interviews.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**  
As the head of institution prepare a progress report on the construction of new computer centre at the institute.

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