

Code: 9E00106

MBA I Semester Regular & Supplementary Examinations, March 2013

BUSINESS COMMUNICATION

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 Define the term communication. Explain the importance of effective communication.
- 2 Explain the advantages and limitations of written communication.
- 3 It is said "actions speak louder than words". Explain the importance of this statement in the light of non-verbal communication.
- 4 Explain the terms:
 - (a) Johari window.
 - (b) Transactional analysis.
- 5 Explain how positive motivation influence interpersonal communication.
- 6 What do you mean by semantic barrier to communication? Provide suitable examples.
- 7 Bring out different layouts of business letters with examples.
- 8 Distinguish between structured and unstructured interviews.
