

Reg. No. :

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**Question Paper Code : K1005**

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016

First Semester

DBA 1605 — COMMUNICATION SKILLS

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

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. State the process of communication.
2. What are the merits of grapevine form of communication?
3. What type of communication medium should be used to give negative feedback?
4. What are paralinguistic features in communication?
5. Define a memo.
6. What is a sales letter?
7. How important is coherence in report writing?
8. Should we use complex technical jargons while writing technical reports? Give one major reason for your answer.
9. How important is an agenda for a meeting?
10. What is an appraisal report?

PART B — ( $5 \times 16 = 80$  marks)

11. (a) Discuss in detail the various electronic instruments used in modern communications.

Or

- (b) Define communication. What is the importance of communication for an individual and for an organization?



12. (a) Discuss the importance of listening in business communication. Explain in detail the barriers to listening? What are the guidelines to effective listening?

Or

- (b) How should an effective interviewer behave during an interview? What pitfalls should he avoid? What are the guidelines should he follow to conduct an effective interview?
13. (a) Zeus Computers, Mumbai is advertising for management trainees for their head office. Write a letter of application along with your cv for the post.

Or

- (b) A retailer has requested you to supply 6 photo copier machines at 20% discount for a valued customer. Draft a reply stating that the rate of discount cannot exceed 15%. Your letter should persuade the customer to place an order in spite of reduced discount.
14. (a) What guidelines should be followed by an individual for taking an effective part in a group discussion?

Or

- (b) What are the basic purposes of oral presentations? Write briefly about the role of visual aids as support to oral presentations.
15. (a) Explain the importance of reports. Elaborate the characteristics of a good business report.

Or

- (b) Write a project proposal for starting a new business of your choice.
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Reg. No. :

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**Question Paper Code : S1005**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

First Semester

DBA 1605 — COMMUNICATION SKILLS

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

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Kinesics?
2. Distinguish between coherence and cohesion.
3. What are paralinguistic features?
4. What is selective attention?
5. Define lateral communication.
6. Give examples of persuasive communication.
7. What is a memo?
8. Give examples for compound and complex sentences?
9. Convert the statement "Everybody drinks water" into passive voice.
10. What should be the content of a project report?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the systems approach to Business communication.

Or

- (b) Discuss the factors facilitating communication.



12. (a) What are the dos and don'ts in conducting interviews?

Or

- (b) What are the requirements of effective listening? Discuss the barriers to listening?

13. (a) Explain the general rules to be followed for all business correspondence.

Or

- (b) Write a circular letter informing the conversion of a partnership firm into a private limited company.

14. (a) Examine the requirements of good technical report writing.

Or

- (b) Explain the different forms of business correspondence.

15. (a) The Famous Footwear Centre who has their main sales depot at their factory in Hosur road, Bangalore, decided to shift their office to Commercial street Shivajinagar, Bangalore. Draft a circular announcing the change.

Or

- (b) Draft a feasibility report on setting up a bank branch in a small town.
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**Question Paper Code : 80005**

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

First Semester

DBA 1605 — COMMUNICATION SKILLS

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

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. What is systems approach?
2. Define Business communication.
3. Define the term 'Listening'.
4. What are paralinguistic features?
5. What are minutes?
6. State the uses of Agenda.
7. What is vocabulary?
8. Mention the uses of paragraph writing.
9. What is a progressive report?
10. What is Bibliography?

PART B — ( $5 \times 16 = 80$  marks)

11. (a) What are the different forms of Business communication?

Or

- (b) List down the factors facilitating communication.



12. (a) What are the barriers to Listening? Suggest measures to overcome it.

Or

- (b) Explain the techniques of Attending and conducting interviews.

13. (a) Draft a suitable application letter and resume for the post of Associate professor in Business Administration of a reputed university.

Or

- (b) How to draft letter of complaints? Explain the techniques.

14. (a) 'Topic sentence is the essence of paragraph writing'. — Elucidate.

Or

- (b) Explain the technique of Drafting Technical Reports.

15. (a) What are the contents of a project reports? Explain.

Or

- (b) Explain the contents of project proposal with illustrations.
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Reg. No. : 

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**Question Paper Code : 22007**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

First Semester

DBA 1605 — COMMUNICATION SKILLS

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

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the types of communication?
2. What do you understand by business etiquette?
3. Mention the types of perceptual errors committed while interviewing.
4. Mention the paralinguistic features of communication.
5. Distinguish between 'order' and 'tender'.
6. Differentiate the terms 'agenda' and 'minutes'.
7. While addressing a customer, why should the choice of vocabulary be important?
8. State the guidelines for paragraph writing.
9. What is the purpose of writing a project proposal?
10. What is the purpose of appraisal reports?



PART B — (5 × 16 = 80 marks)

11. (a) Explain the relevance of systems approach to communication in business.

Or

- (b) Discuss the factors facilitating different forms of business communication.

12. (a) Discuss various techniques involved communication process.

Or

- (b) Explain the inter-personal barriers involved in communication.

13. (a) Write an introductory sales letter for a new product of your choice to generate sales enquiries.

Or

- (b) Give a memo to the finance officer of your company seeking explanation for not remitting provident fund in the stipulated time.

14. (a) Discuss the need and importance of an executive summary in writing technical reports.

Or

- (b) Distinguish between coherence and cohesion in technical report writing with examples.

15. (a) Discuss the steps to compile an appraisal report.

Or

- (b) Explain the structure and content of a project proposal for providing life skills training to students of your university.



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<b>Question Paper Code : 96005</b>
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M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2014.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Regulations 2007/2009)

(Common to MCA Second Semester)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Why is feedback necessary in the communication process?
2. Give four examples for bottom-up (written form) business communication in an organization.
3. List the steps in the listening process.
4. What are the functions performed by non-verbal communication, say during a negotiation meeting?
5. Which is better — being sender-focused or receiver-focused in written business communication? Why?
6. Given an example for coherence in Business writing.
7. Explain the steps to be followed in communicating negative or bad news.
8. Which visual aids will you use in a report to meet the following objectives:
  - (a) To draw a comparison with a competitor.
  - (b) To indicate the impressive rate of growth
9. Differentiate between a proposal and a report.
10. List out the principles of effective paragraphs in Business writing.



PART B — (5 × 16 = 80 marks)

11. (a) Discuss the factors that have contributed to considering effective communication skill as a critical skill in today's Corporate work environment.

Or

- (b) Discuss the barriers to inter-personal communication and the means to overcome them.
12. (a) Explain the etiquettes to follow in a Business meeting as an invited member and participant.

Or

- (b) As a B2B marketing manager, you have to make a presentation to your existing customers about a new product from your organization. How will you prepare for this presentation?
13. (a) Select a product or service that has disappointed you in your recent purchase. Write a claim letter requesting refund, replacement explanation or whatever seems reasonable. Generally, such letters are addressed to customer service departments.

Or

- (b) Assume that you are the Customer Service Manager in an organization. You receive a letter as described above, seeking refund. Draft a reply letter offering replacement instead of refund.
14. (a) When is it appropriate to use the following in Business writing:
- (i) Active voice (4)
  - (ii) Passive voice (4)
  - (iii) Direct pattern/organization of content (4)
  - (iv) Indirect pattern/organization of content. (4)

Or

- (b) Illustrate the importance of vocabulary and cohesion in Business writing with examples.
15. (a) Describe the components/contents of a Feasibility report.

Or

- (b) Describe the components/contents of an Appraisal report.



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**Question Paper Code : 86005**

M.B.A. DEGREE EXAMINATION, AUGUST 2013.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the purpose of feedback in the communication process?
2. Give four examples for top-down (written form) business communication in an organization.
3. List the steps in the listening process.
4. What are the functions performed by non-verbal communication, say in a sales team meeting?
5. What do you understand by being receiver-focused in written business communication?
6. What will you watch for in editing a business letter?
7. Explain the steps in indirect pattern of persuasion.
8. Which visual aids will you use in a report to meet the following objectives:
  - (a) To make a comparison among different items.
  - (b) To indicate the proportion of elements.
9. Give four examples for informational reports.
10. State the differences between a proposal and a report.



PART B — (5 × 16 = 80 marks)

11. (a) Discuss the factors that shape the current corporate work environment and the corresponding communication challenges that arise.

Or

- (b) Discuss the barriers to organizational communication and the means to overcome them.

12. (a) Explain the etiquettes to follow in participating in a discussion wherein you have a different point of view on the theme of the discussion.

Or

- (b) In an oral presentation, what are the techniques for gaining and keeping the audience attention?

13. (a) Read the following memo from a CEO to the corporate communications department. Do you think it will be effective? Can you improvise and re-write it?

**Memo - 1**

**DATE:** Apr 14

**TO:** Mithun, Corporate Communications

**FROM:** Bansal, CEO

**SUBJECT:** NEW POLICY

This memo is written to inform you that I continue to receive disturbing reports about the misuse of internet access by employees. In the course of the past three months I have heard of usage of social networking sites via. Proxy servers, defamatory messages and downloads of obscene content.

In view of the foregoing, I am herewith instructing your office that an internet usage policy for the staff is needed. By May I a rough draft of a policy should be forthcoming. At the very minimum it should inform each and every employee that internet use is for business only. Employees must be told that we reserve the right to monitor their internet usage.

If you have any questions, do not hesitate to call.

Or

- (b) Select a product or service that has disappointed you in your recent purchase. Write a claim letter requesting refund, replacement, explanation or whatever seems reasonable. Generally. Such letters are addressed to customer service departments.



14. (a) Explain the steps involved in the report writing process.

Or

- (b) Illustrate the importance of coherence and cohesion in business writing with examples.

15. (a) Describe the components/ contents of an appraisal report.

Or

- (b) Illustrate with examples, how the following serve as structural cues for report readers.

- (i) Introduction
  - (ii) Headings (multi-level)
  - (iii) Transitions.
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Reg. No. :

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**Question Paper Code : 86005**

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2013.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Give relevant examples, wherever necessary.

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the tone of a formal letter? How is it achieved in a formal letter? Give two examples?
2. Write short notes on cohesion and coherence in writing.
3. List some fundamental differences between a summary and an abstract.
4. How are interpersonal skills assessed in an interview?
5. Explain briefly the role of attitude in effective communication.
6. Briefly explain the importance of body language in face to face communication.
7. What is a memo? What is its role within an organization?
8. What role does feedback play in written communications?
9. Write a short note on selective attention.
10. List the essential differences between a project report and a project proposal.

PART B — (5 × 16 = 80 marks)

11. (a) Write an essay on effective communication and its importance for managers.

Or

- (b) Write an essay on the factors that facilitate communication.



12. (a) How are format and structure, critical in understanding information, presented in a piece of formal writing?

Or

- (b) You have attended a meeting called for middle-level managers in your company. The agenda of the meeting, apart from several other items, also included salary for new entrants and attrition amongst the junior employees of the company. Write the minutes of the above said meeting.
13. (a) What are the barriers that affect listening? Write an essay on them.

Or

- (b) In what ways can a second language speaker of English develop his/her fluency in the spoken language.
14. (a) You have a proposal to help new employees in your company to develop their communication skills in English. Write a proposal to the HR manager in your company outlining the programme.

Or

- (b) Write an essay on the importance of interview in the selection of a candidate.
15. (a) Infosys, Bengaluru is conducting a one-month leadership programme for managers with less than 5 years work experience. Write a letter of application requesting admission into the programme with your bio-data.

Or

- (b) What aspects of a candidate does a group discussion assess? Describe the language functions that are likely to be displayed in the course of a group discussion.
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Reg. No. :

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**Question Paper Code : 75505**

M.B.A. DEGREE EXAMINATION, AUGUST 2012.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to M.C.A.)

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. What is grapevine?
2. What are the key functions of communication?
3. What are the four zones of the interpersonal space?
4. What is the need for effective listening?
5. What is the importance of business correspondence?
6. What are the two purposes of the interoffice memo?
7. What is meant by scope in a report?
8. What is non-discriminatory language?
9. What is literature review?
10. What are references?

PART B — ( $5 \times 16 = 80$  marks)

Answer the following with relevant example, where necessary.

11. (a) Explain the relationship between management and communication.

Or

- (b) What are the basic communication skills required for every manager? Explain.



12. (a) Discuss the communication variables with reference to the business context?

Or

- (b) What are the strategies to maintain good rapport with your audience? Explain.

13. (a) Suppose you have received a letter of complaint about a product you sold recently. Write a letter of refusal explaining why you cannot fulfill the needs of your customer. Give necessary details about the product, customer and the whole context.

Or

- (b) Write a letter of application for the post of General Manager to the HR Manager, SRK Heavy Vehicles Industries, Hosur. Tamilnadu. Attach a separate résumé.

14. (a) What is the importance of using right words in the right place in a report? Explain.

Or

- (b) Assume that you are a Deputy Manager of a nationalized bank. Write a five-page report on the feasibility of introducing an ATM of your bank in every educational institute. Use the proper format of short report. Discuss.

15. (a) Discuss the challenges in writing an effective project proposal.

Or

- (b) Write a project proposal to the General Manager of Healthy Life Foundation in New Delhi for providing health care facilities in the remote areas of Tamilnadu.



Reg. No. :

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**Question Paper Code : 85505**

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Communication.
2. Why is feedback essential for communication?
3. Define 'inter-personal perception'.
4. Would you advise selective attention for a manager? Explain.
5. Briefly state the importance of business correspondence.
6. How does a business letter differ from other letters?
7. What are the major contents of a project report?
8. What are interpretative reports?
9. Briefly write the organization of a technical report.
10. How would you summarize an annual report?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the barriers to communication and the ways to overcome them.

Or

- (b) How are communication skills interlinked with efficient functioning of an organization? Discuss.



12. (a) Explain different types of interview and their purpose. Which is the most difficult to conduct for a manager and why?

Or

- (b) 'Decisions taken by a group are better than those taken by an individual'. Comment with the help of valid examples.

13. (a) Describe various types of letters that are exchanged between the buyer and the seller in the buyer and the seller in a purchase transaction.

Or

- (b) (i) Discuss different types of enquiry letter in detail. (8)  
(ii) Write an enquiry letter to the S.S. cloth centre, Coimbatore on behalf of R.R. Cloth House, Chennai. (8)

14. (a) A Japanese company wants to invest in the textile sector in Tamil Nadu. Write a project report for the proposed project with imaginary data.

Or

- (b) Write a technical report on the topic 'global warming'.

15. (a) What are the different methods of collecting data for a report? Briefly explain the merits and demerits of various data collection methods.

Or

- (b) Explain different types of reports with examples.



Reg. No. :

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**Question Paper Code : 95505**

M.B.A. DEGREE EXAMINATION, AUGUST 2011.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ( $10 \times 2 = 20$  marks)

1. Draw the basic communication process.
2. Classify the flow of communication in an organization.
3. List the steps in the listening process.
4. Give two examples each for internal and external functions of business communication.
5. Very briefly, mention what is wrong with the ends-justify-the-means ethical orientation.
6. What will you watch for in proofreading a business letter?
7. When is a direct pattern of report organization preferred?
8. Which visual aids will you use in a report to meet the following objectives:
  - (a) To illustrate the proportion of different components in an entity
  - (b) To describe a cause-effect relationship
9. Define a report.
10. Give three examples for analytical reports.



PART B — (5 × 16 = 80 marks)

11. (a) Describe some of the changes in today's workplace that make excellent communication skills mandatory for business executives.

Or

- (b) What are the barriers to inter-personal communication? How can they be overcome?

12. (a) Discuss the criteria considered while selecting the channel of communication. Which channel would you choose in communicating a good news such as someone getting selected as the best salesman of the year and a bad news such as reprimanding an employee for bad behaviour at work.

Or

- (b) What are the communicating lessons to be followed while planning and conducting an efficient meeting, say to finalize the annual budget?

13. (a) Read the following letter requesting information and action from a Product Manager. Do you think it will be effective? Can you improvise and re-write it?

Dear Sir :

Because we are one of the largest banking systems in the country, we receive hundreds of résumés from job candidates every day. We need help in sorting and ranking candidates by categories, such as job classification, education, work history, skill, and experience.

Recently, I was reading *WORKFORCE* magazine, and the March issue has a story about your new software program called Resumix. It sounds fascinating and maybe the answer to our problem. We would like more information about this program, which is supposed to read and sort résumés.

In addition to learning if the program can sort candidates into the categories mentioned earlier, I'm wondering if the program can sort candidates into the categories mentioned earlier, I'm wondering if the program can read all the different typefonts and formats that candidates use on their résumés. Another important consideration for us is training and troubleshooting. If we need help with the program, would you supply it?

Thank you for your cooperation.

Sincerely,

Or

- (b) Assume you are the Marketing Channel Manager. Write a promotional letter to the dealers motivating them to aggressively push a particular product from your product line, suggesting attractive rewards for their sales performance.



14. (a) Explain the steps involved in the Report Writing process.

Or

(b) What should be the tone of a business plan? Explain the contents of a typical business plan.

15. (a) Describe the components/contents of an informal business report.

Or

(b) Illustrate with examples, how the following serve as structural cues for report readers.

(i) Introduction

(ii) Headings (multi-level)

(iii) Transitions

(iv) Punctuation marks.

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Reg. No. :

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**Question Paper Code : 85505**

M.B.A. DEGREE EXAMINATION, FEBRUARY 2011.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Why communication is considered as the life blood of an organisation?
2. What is grapevine?
3. What is interpersonal perception?
4. What are paralinguistic features?
5. What are the functions of a memo?
6. How is tone important in dealing with a letter of complaint?
7. What is coherence?
8. Why does every report have an abstract?
9. What is project management?
10. What is the purpose of appraisal reports?

PART B — (5 × 16 = 80 marks)

11. (a) (i) How does communication style affect the management style of an organization? (8)  
(ii) How can you overcome the various barriers to communication? (8)

Or

- (b) Elaborate on the factors affecting communication with suitable examples.



12. (a) "Listening is the cornerstone of effective communication". Elucidate.

Or

- (b) Why do managers need to develop effective presentation skills? How can they do it?

13. (a) Assume that you attended a meeting of the purchase committee to decide the purchase of an anti-virus software for your company. Write down the minutes with relevant details.

Or

- (b) Write a letter of application for the post of Senior Manager (Software Development), to the HR Manager of ABC Company, 25, AOL Avenue, Yahoo City, Google State, India. Add a separate resume to your application.

14. (a) Imagine that you are the country head for Moby Dick Motors, a multinational company with headquarters in the US. You are in charge of setting up the manufacturing plant of Moby small cars at Sriperumpudur. Write a report on the progress of the establishment of the plant to the CEO in New York.

Or

- (b) What are the different ways in which paragraphs can be organized in reports?

15. (a) You happen to work for the Great Insurance Corporation of India as a General Manager (Customer Care). You find that many multinational companies are coming up with very attractive insurance schemes. To retain your customers and also to expand your customer base, you have to introduce innovative insurance schemes. Submit a project proposal to the Managing Director of your company with adequate details.

Or

- (b) Write a project report on a project you have successfully completed. Give all relevant details.



Reg. No. :

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**Question Paper Code : GG 1505**

M.B.A. DEGREE EXAMINATION, AUGUST 2010.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2009/2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is internal communication?
2. What is semantic barrier?
3. What is perception?
4. What is listening?
5. What is an agenda?
6. What is career objective?
7. What is a paragraph?
8. What are the four ways of organizing ideas?
9. What is an appraisal report?
10. What is an executive summary?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the various communication channels.

Or

- (b) Why do we need to understand barriers to communication?



12. (a) How can you persuade another person successfully for doing anything?

Or

- (b) What are the characteristics of active listening?

13. (a) Suppose you have received a sales letter about a newly introduced watch. Write a letter of inquiry asking for necessary details.

Or

- (b) Write a letter of application for the post of systems manager to the HR manager, skyward Info Tech Company, 220, Rajaji Marg, Hyderabad-500 007. Attach a separate Resume.

14. (a) Why is choice of vocabulary important for writing a report?

Or

- (b) Write a five-page report on the number of employees sent out from a multinational company operating in India. Use the proper format of short report.

15. (a) What are the characteristics of a successful project proposal?

Or

- (b) Write a project proposal to the CEO of south India telecom operations for expanding cell phone service to rural areas in Tamilnadu.



Reg. No. :

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**LL 1605**

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

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to Second Semester MCA)

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define communication.
2. What are the disadvantages involved in group communication?
3. State the significance of 'feedback' in a communication process.
4. What is selective attention?
5. What is an enquiry letter?
6. Explain briefly 'office memorandum'.
7. Give the role of appendix in a project report.
8. What are the objectives of a project report?
9. What is bibliography?
10. What are footnotes?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the barriers to good communication. Suggest measures to overcome those barriers.

Or

- (b) As a manager, how would you utilize information technology for communicating effectively? Explain.



12. (a) What is interpersonal communication? Explain the theories of interpersonal relationship and communication.

Or

- (b) Explain motivation of the employees. How would you plan and deliver a speech to motivate your employees?

13. (a) What are the characteristic features of a business letter? Also explain different parts of a business letter.

Or

- (b) What are the objectives and advantages of writing circular letters? Write a circular letter announcing seasonal discount in your products.

14. (a) Explain different types of business report. What are the characteristics of a good report?

Or

- (b) Explain the principles of paragraph writing and sentence construction.

15. (a) Explain the meaning and characteristics of a project. What are the guidelines for writing a project report?

Or

- (b) Explain in detail the different steps involved in report writing.
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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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Reg. No. :

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**Question Paper Code : YY 1505**

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DBA 1605 — COMMUNICATION SKILLS

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Time : Three hours

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Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Why is descriptive feedback considered better than evaluative feedback?
2. Give four examples for written form of business communication.
3. List the steps in the listening process.
4. What are the functions performed by non-verbal communication?
5. What are the benefits of being receiver-focused rather than sender-focused in written business communication?
6. What will you watch for in proof reading a business letter?
7. If readers need to be persuaded, which pattern – direct or indirect – of report organization will you use? Why?
8. Which visual aids will you use in a report to meet the following objectives :
  - (a) To compare one item with others
  - (b) To define a hierarchy of elements.
9. Give four examples for informational reports.
10. Define a proposal.



PART B — (5 × 16 = 80 marks)

11. (a) Explain the basic model of communication process.

Or

- (b) What are the barriers to organizational communication? How can they be overcome? Discuss in detail.

12. (a) Analyze the communication barriers that caused miscommunication in the following case :

In Center Harbour, an observer recalls the day when Walter, a popular TV show anchor, steered his boat near the beach. The famous sailor was amused to see in the distance a small crowd on shore waving their arms to greet him. He could barely make out their excited shouts "Hello Walter, Hello Walter !" As his boat came closer, the crowd grew larger, still yelling. Pleased at the reception, Walter tipped his white captain's hat, waved back, even took a bow. But before reaching dockside, Walter's boat abruptly jammed aground. The crowd stood silent. He suddenly realized what they'd been shouting : "Low water, low water !".

Or

- (b) In an oral presentation, what are the techniques for gaining and keeping the audience attention?

13. (a) Read the following memo from a CEO to the Corporate Communications department. Do you think it will be effective? Can you improvise and re-write it?

Memo – 1

DATE : Feb 14

TO : Kumar, Corporate Communications

FROM : Tim, CEO

SUBJECT : NEW POLICY

This memo is written to inform you that I continue to receive disturbing reports about the misuse of e-mail by employees. In the course of the past three months I have heard of defamatory messages, downloads of pornography for all the staff to see, and even a basketball pool that turned into a gambling operation.

In view of the foregoing, I am herewith instructing your office that an e-mail policy for the staff is needed. By October 1 a rough draft of a policy should be forthcoming. At the very minimum it should inform each and every employee that e-mail is for business only. Employees must be told that we reserve the right to monitor all messages. No pictures should



be in the e-mail system without there being a valid reason. And we should not be using e-mail to be saying anything about personnel matters - such as performance reviews and salaries.

If you have any questions, do not hesitate to call.

Or

- (b) Select a product or service that has disappointed you in your recent purchase. Write a claim letter requesting refund, replacement, explanation or whatever seems reasonable. Generally, such letters are addressed to customer service departments.
14. (a) Explain the steps involved in the Report writing process.

Or

- (b) What is a business plan? Describe the contents of a typical business plan.
15. (a) Describe the components/contents of a formal business report.

Or

- (b) Illustrate with examples, how the following serve as structural cues for report readers.
    - (i) Introduction
    - (ii) Headings (multi-level)
    - (iii) Transitions.
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