



I Semester M.B.A. Degree Examination, February 2017

(CBCS)

Management

Paper – 1.7 : COMMUNICATION SKILLS

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. (5×5=25)

1. How communication plays an important role in business ? Explain.
2. Differentiate between formal and informal communication.
3. What measures do you suggest to make communication effective ?
4. Describe the oral communication process.
5. What are the different types of listening ? Explain.
6. Outline the steps in organizing your writing.
7. Explain the role of team in effective business communication.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. (10×3=30)

8. Explain the styles of letter writing. Which style you prefer ? How do you communicate negative and persuasive messages ?
9. Write a letter to Mr. Nayan working as accountant in your company. Confirming his services.



10. Describe various sources of conflict. How various culture influences on the solving of conflicts aroused within an organisation ? Explain.
11. Explain in detail the role of modern technology in effective business communication with suitable example.

SECTION – C

12. **Compulsory Case Study :** **(1×15=15)**

Draft an invitation to the inaugural function of 'management meet' organised by your institution. Venue is auditorium. Choose a date, imagine names and designations of guests and other dignitaries.