

16/11/2020

Code No. 12038

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: Business Communication

Paper – MB –

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Forms of Communication
- 2 Negotiation
- 3 Styles of Presentation
- 4 Routing Reports
- 5 NEWS

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. Define Communication. Explain the Barriers of Communication.
7. Describe the process of Communication. Focus on the types of Communication.
8. Define Negotiation. Explain the approaches of Negotiation.
9. What are the types of Communication. Focus on features of Non-Verbal Communication.
10. Define Presentation. Explain AUDIENCE.
11. Explain:
 - i) Tone
 - ii) Pitch
 - iii) Voice
12. Define Report. Explain the types of Report.
13. Structure of Report is essential for Good Report – Explain.
14. Investor Relation is essential for Media Communication and Communication Crisis – Explain.
15. Describe the Do's and Do Not's of Crisis Management.
