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Reg. No.

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**I Semester M.B.A. [Day] Degree Examination, July - 2022**

**MANAGEMENT**

**Communication Skills**

**(CBCS Scheme Repeaters 2014 -15)**

**Paper : 1.7**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A**

Answer any **Five** questions, each carries **5** marks.

**(5×5=25)**

1. What is Grapevine communication? State its importance in an organization.
2. Explain 5Ws and 1H of report writing?
3. Briefly explain the features of a good listener.
4. What is audience research? How does it help in effective communication?
5. Briefly explain how pictures and diagrams make written communication more effective.
6. Define team. Explain the stages in development of a team.
7. Differentiate between oral and written communication.

**SECTION - B**

Answer any **Three** questions, each carries **10** marks.

**(3×10=30)**

8. Explain various barriers to communication. How to overcome it.
9. Define Kinesics. What differences will you observe in the body language of individuals who are assertive, aggressive and passive?
10. The following is an advertisement in Times Now dated 03-05-2021: one of the fast emerging organization head quartered in Delhi require a business development manager with experience in strategic planning. Draft your resume for the position of business development manager.
11. Briefly explain the elements and essentials of writing an effective report.

**[P.T.O.]**



(2)  
SECTION - C

61307

Compulsory Question.

(1×15=15)

12. You work for Carley worldwide, a company specializing in information services. And have been promoted recently. You travel overseas with a team and help your client companies install computers and software. You are planning a trip to London, and need to set up hotel accommodations and arrangements for travel in London.

Write a letter to the appropriate hotel staff member inquiring about rooms for your team, cost per night, additional charges and use of conference room. Include any other details that seem appropriate.

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