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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS)

M.B.A.

BUS 1C 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is non-verbal communication ?
2. Define 'Proxemics'.
3. What is an Agenda ?
4. What is 'minutes of meeting' ?
5. What is 'letter of complaint' ?
6. What do you mean by the term 'linguistic communication' ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Explain the process of business communication.
8. Bring out the differences between verbal and non-verbal communications.
9. Explain the layout of a business letter with an example.
10. Write a note on body language.
11. What are the essentials of writing a good resume ?
12. Discuss in detail about corporate communications.

(4 × 3 = 12 weightage)