

**D 91599**

Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021**

(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 Verbal Communication ?
2. Define 'Kinesics'.
3. What is para-language ?
4. Distinguish between internal and external communication.
5. What is 'Letter of agency' ?
6. What do you mean by noise in communication ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 3 weightage.*

7. What are the principles of effective listening ?
8. Bring out the differences between visual communication and telecommunication.
9. How to conduct interviews ? Discuss the etiquettes of conducting an interview.
10. Write a note on the elements of meeting presentations.
11. Explain the importance of ' circulars '.
12. Discuss the role of social media in Business Communication.

(4 × 3 = 12 weightage)