

Code :9E00106

MBA I Semester Regular & Supplementary Examinations, February 2011  
**BUSINESS COMMUNICATION**

(For students admitted in 2009 & 2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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1. Answer the following Questions:
  - (a) Essentials of good communication
  - (b) Channels of communication
2. What are the advantages and limitations of oral communication?
3. What are the characteristics of non-verbal communication ?
4. Give a detailed description on “ Transaction analysis ” referring to inter personal communication.
5. Explain the role of emotion in inter personal communication.
6. Discuss the psychological barriers to effective communication.
7. Answer the following questions:
  - (a) Formal & informal reports.
  - (b) Meeting and oral presentation.
8. Answer the following questions:
  - (a) Communication etiquettes
  - (b) Interview techniques.

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