

10907

First Semester M.B.A. Degree Examination, August/September 2021

(CBCS Scheme – 2014-15 onwards)

Management

Paper 1.7 – COMMUNICATION SKILLS

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks :

(5 × 5 = 25)

1. Why it is important to have feedback in communication?
2. Explain 5 Ws and 1H of report writing.
3. Define listening. Distinguish between hearing and listening.
4. What is Kinesis? Explain various elements of body language.
5. Briefly explain the elements of a business letter.
6. Define team. Explain the stages in development of a team.
7. What is audience research? How does it help in effective communication?

SECTION – B

Answer any **THREE** questions. Each question carries **10** marks :

(3 × 10 = 30)

8. Explain various barriers in communication. How to overcome it?
9. Briefly explain how pictures and diagrams make written communication more effective.
10. The following is an advertisement in Times Now dated 01-03-2021 : One of the fast emerging organization head quartered in Bangalore require a sales manager with experience in marketing electronic equipment's. Draft your resume for the position of sales manager.
11. Discuss the elements and essentials of Bengaluru effective report.

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SECTION - C

Compulsory question :

(1 × 15 = 15)

12. Case Study :

You are the Technical Head of XYZ Company Ltd. You were working on a project from last three years. The project is a huge success and is generating revenue for the company. The company is organizing a celebration.

Draft an e-mail to your colleagues to attend the celebration.

- (a) Design an invitation card to attend the celebration.
- (b) Draft an e-mail to your colleagues to attend the celebration.
- (c) Draft a thanking letter for attending the function.