



Reg. No. :

Name :

**First Semester M.A. (Human Resource Management)
Degree Examination, February 2019
HRM 2.1.4 : BUSINESS COMMUNICATION
(2018 Admn.)**

Time : 3 Hours

Max. Marks : 75

PART – I

Answer **all** questions. Answer should **not** exceed **50** words. **All** questions carry **equal** marks.

1. Explain “gang plank” with respect to communication.
2. What are the aspects to be considered while interviewing a candidate ?
3. Discuss the essentials of a good report.
4. Explain the different components in the process of communication.
5. List out the methods of internal communication.
6. Enlist the significance of effective communication in organizations.
7. Which are the various types of communication occurring in an organization ?
8. What is a memorandum ?
9. Describe the concept of virtual communication.
10. Explain proxemics in the context of communication. **(10×2=20 Marks)**

PART – II

Answer **any five** questions. Each answer should **not** exceed **500** words.

11. “If speaking is silver, listening is gold”. Elucidate.
12. Which are the various approaches in letter writing ? Discuss the various patterns for writing letters.
13. Discuss the role of non-verbal elements in verbal communication.
14. “Communication fails when the message received is not the same as the message sent”. Discuss. Also bring out techniques to overcome the issue



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15. What is the role of technology in communication ? Explain the use of various social media for communication.
16. What is NLP ? Discuss a few NLP models.
17. Briefly explain the suitability conditions and advantages of verbal communication.
18. Discuss the significance of cyber security and cyber laws for organizations.

(5×5=25 Marks)

PART – III

Answer **any two** questions. **Each** answer should **not** exceed **1200** words.

19. Discuss the different types of business meetings. What are the important considerations while arranging a meeting ?
20. You are the administrative officer of your organization and your employer is considering purchasing some new office equipment. Write a report recommending the equipment you think will result in greater efficiency and give reasons for your recommendations.
21. “Meanings are in people, not in words”. Discuss the statement with reference to perceptions, attitudes, beliefs and experiences.
22. “Excellent communication systems and networks are an integral part of any organization”. Elucidate.

(2×15=30 Marks)

