

Reg. No. :

Name :

**First Semester M.A. (Human Resource Management) Degree Examination,
December 2019**

HRM 2.1.4 : BUSINESS COMMUNICATION

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Define communication and discuss its basic characteristics.
2. Write short notes on posters as a tool for communication.
3. Write short notes on telephone manners.
4. Explain various types of speech.
5. Write short notes on
 - (a) main body of a report
 - (b) styles of report.
6. Discuss any three barriers that lead to miscommunication in an organization.
7. Explain the merits of using technology in business communication.

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8. Write short notes on virtual communication.
9. What is NLP?
10. How to use theatrics in communication?

(10 × 2 = 20 Marks)

PART – B

Answer any **five** questions.

11. Describe the role of feedback in effective communication.
12. Discuss the problems you face in upward communication. What can be done to overcome these problems?
13. Explain the advantages and disadvantages of face-to-face communication. Under what condition should it be used?
14. What is semantics barriers? Give practical examples of sematic barriers to communication.
15. Discuss in detail the pointers for email effectiveness.
16. Explain various communication challenges that new technology has created.
17. What are the barriers of effective listening?
18. With growing internet penetration, cyber security is one of the biggest necessity of the world as cyber security threats are very dangerous to the country's security. Comment.

(5 × 5 = 25 Marks)



PART – C

Answer any **two** questions. All questions carry equal marks.

19. Explain with examples various parts of a business letter.
20. "If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends." Comment and also list out various possibilities of internet for managing business today.
21. How important is the resume in the whole interview process and what are the strategic points in the resume that require special attention by the candidates?
22. What are the requirements for effective public speaking?

(2 × 15 = 30 Marks)

