



Reg. No. :

Name :

**First Semester M.A. (Human Resource Management) Degree
Examination, January 2017
HRM 2.1.4 : BUSINESS COMMUNICATION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75.

PART - I

I. Answer **all** questions in **not** exceeding **50** words **each**. **Each** question carries **2** marks.

- 1) Define communication with its important features.
- 2) What is downward communication ? State its benefits.
- 3) What is video conferencing ?
- 4) What are physical barriers of communication ?
- 5) What is a resume ? How is it drafted ?
- 6) What is report ? Name any four types of reports.
- 7) Define listening and state its types.
- 8) What is kinesics ?
- 9) Distinguish between employment interview and exit interview.
- 10) What is speech ? List four qualities of a good speech. (10x2=20 Marks)

PART - II

II. Answer **any five** questions **not** exceeding **500** words **each**. **Each** question carries **5** marks.

- 11) Explain briefly the elements of communication.
- 12) Discuss briefly the different forms of communication and their richness.
- 13) Distinguish between upward and downward communication stating their advantages and limitations.

P.T.O.



- 14) Discuss the psychological barriers of communication.
- 15) What is a business letter ? How can it be made effective ?
- 16) Draft a specimen of job application letter for the post of HR Manager.
- 17) Draft a report by committee on expansion of factory.
- 18) Discuss the barriers of effective listening. **(5×5=25 Marks)**

PART - III

III. Answer **any two** questions **not** exceeding **1200** words **each**. **Each** question carries **15** marks.

- 19) Discuss the functions and importance of communication to business.
- 20) Discuss the various parts of a business letter.
- 21) What is interview ? What are the various types of interviews ? What are the points that an interviewer should keep in mind for selection interviews ?
- 22) a) Draft a specimen memo asking for explanation for not attending the duty.
b) Write a letter asking for quotation for the supply of 200 computers for your company. **(2×15=30 Marks)**



Reg. No. :

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First Semester M.A. Degree Examination, February 2015
HUMAN RESOURCE MANAGEMENT
HRM 2.1.4 : Business Communication
(2014 Admission)

Time : 3 Hours

Max. Marks : 75

PART - I

Answer **all** the questions. **Each** answer **not** to exceed **50** words. All questions carry **(10x2= 20 Marks)** equal marks.

1. Importance of communication
2. Semantic barriers
3. Oral communication
4. Group discussion
5. Memorandum
6. Conversational skill
7. Inter office communications
8. Memo
9. Art of listening
10. Non-verbal communication.

PART - II

Answer **any five** questions. **Each** answer **not** to exceed **500** words. All questions carry **equal** marks. **(5x5= 25 Marks)**

11. Explicate the various functions of communication.
12. How far video conferencing can be utilized for global recruiting ?



13. What are the key factors to be considered during business presentations ?
14. Critically evaluate the various styles of speeches.
15. Elucidate the structure of professional report writing.
16. Discuss the professional hints for managing business communications.
17. "Business correspondences are always helps in creating the goodwill and image of an organization". Comment on the validity of this statement.
18. Elaborate the role of NLP in business communication.

PART – III

Answer **any two** questions. **Each** answer **not** to exceed **1200** words. **All** questions carry **equal** marks. **(2×15= 30 Marks)**

19. Explain the concept of cyber security and its importance in modern organizations with suitable examples.
 20. Develop a communication system for the HR department of a new generation organization.
 21. "Non-verbal communications are always less effective for the new entrants of any organizations". How far you can agree with this ?
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Reg. No. :

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First Semester M.A. Degree Examination, February 2016
HUMAN RESOURCE MANAGEMENT
HRM 2.1.4 – Business Communication
(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 75

PART – I

I. Answer **all** questions in **not** exceeding **50** words. **Each** question carries **2** marks. **(10×2 = 20 Marks)**

- 1) Distinguish between One-way communication and Two-Way communication.
- 2) Is communication an Art or Science ?
- 3) What is face to face communication ? State its benefits.
- 4) What are semantic barriers of communication ?
- 5) What is a Memo ? State its advantages.
- 6) Define Report. What are its features ?
- 7) What are gestures ? Give four examples.
- 8) What is emphatic listening ?
- 9) Distinguish between LAN and WAN.
- 10) What do you mean by complimentary close ? Give two examples.

PART – II

II. Answer **any five** questions in **not** exceeding **500** words **each**. **Each** question carries **5** marks. **(5×5 = 25 Marks)**

- 11) Define communication. Explain features of communication.
- 12) Explain the various objectives of communication.

P.T.O.



- 13) What is oral communication ? How can it be made effective ? State its advantages and limitations.
- 14) Discuss the essentials of a good report.
- 15) Discuss the various types of non verbal communication.
- 16) Discuss briefly the role of Computer networks in business communication.
- 17) Draft a specimen order letter ordering TV sets and Refrigerators.
- 18) Write an office circular stating opening of a new branch with launching of a new product.

PART – III

III. Answer **any two** questions **not** exceeding **1200** words **each**. **Each** question carries **15** marks. **(2×15 = 30 Marks)**

- 19) Discuss the functions and importance of Communication.
- 20) What is NLP ? Discuss the various applications of NLP.
- 21) Discuss the various parts of a business letter.
- 22) What is a resume ? Write a resume of an engineer.



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Reg. No. :

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**First Semester M.A. (Human Resource Management) Degree
Examination, March 2018
HRM 2.1.4 – BUSINESS COMMUNICATION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

PART – I

I. Answer **all** questions **not** exceeding **50** words **each**. **Each** question carries **2** marks. **(10×2=20 Marks)**

- 1) What is Grapevine Communication ?
- 2) What are official memos ?
- 3) What are the advantages of written communication ?
- 4) How does language act as a barrier to communication ?
- 5) What is a resume ?
- 6) What is a circular letter ? When is it written ?
- 7) What is a Report ? State its types.
- 8) Define Non-verbal communication. Give four examples.
- 9) Why is listening important in communication ?
- 10) State any four characteristics of a good speech.

PART – II

II. Answer **any five** questions **not** exceeding **500** words **each**. **Each** question carries **5** marks. **(5×5=25 Marks)**

- 11) Define communication and discuss the elements of communication.
- 12) Distinguish between upward and downward communication.
- 13) What is Video conferencing ? State its advantages over other electronic media.

P.T.O.



- 14) What is meant by communication barriers ? Discuss the means to overcome communication barriers.
- 15) Discuss briefly the parts of a business letter.
- 16) Write a job application letter for the post of Marketing Manager.
- 17) Write a letter applying for agency of a reputed firm.
- 18) Discuss how interview is important in assessing a person ?

PART – III

III. Answer **any two** questions **not** exceeding **1200** words **each**. **Each** question carries **15** marks. **(2×15=30 Marks)**

- 19) Discuss the various parts of a written report.
- 20) Discuss the objectives and functions of communication.
- 21) How can public speech be made more effective ? What are the points that must be considered for planning and delivering speech ?
- 22) Draft a specimen memo by Managing Director of Anand Auto Ltd. to its sales officer for his negligence in attending customer complaints.



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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.

P.T.O.

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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)



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H – 3657

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.

P.T.O.



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)



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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)

