



Reg. No. :

Name :

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 equal marks. **(10×2= 20 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. **(5×5= 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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