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(Pages : 2)

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Reg. No. :

Name :

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.

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- 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.