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Reg. No. :

Name :

**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.

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- 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.