

(6 pages)

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B.B.A./B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

First Semester

Business Administration/Shipping and Logistics
Management/Aviation Management/Human Resources
Development – Foundation Course

MANAGERIAL COMMUNICATION

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication is derived from a Latin word "Communis" which means _____.
- (a) Community (b) Share
(c) Common (d) Marxist

2. Communication starts with _____.
- (a) Encoding (b) Sender
(c) Channel (d) Feedback
3. _____ is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts.
- (a) Memo (b) Notice
(c) Circular (d) Publicity
4. Business Letters that please the receiver are called _____.
- (a) Praising letter (b) Good news letter
(c) Routine letter (d) All the above
5. Gestures is an example for _____.
- (a) Speeches (b) Grammar
(c) Body language (d) Written
6. _____ also known as Non-directed interview.
- (a) Structured (b) Unstructured
(c) Depth (d) Exit

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7. List of items to be discussed and decided in a meeting is called as _____.
- (a) Resolution (b) Minutes
(c) Invoice (d) Agenda
8. A summary of educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honours and affiliations is called as _____.
- (a) Hand-outs (b) Sales letter
(c) Application letter (d) Resume
9. _____ is a facility enabling people in different parts of the world to have an audio meeting (as opposed to dialogue), saving on transit time and hotel stay.
- (a) Email (b) Internet
(c) Meeting (d) Teleconferencing
10. Podcast is also known as _____.
- (a) Internet (b) Audio blogging
(c) iPod (d) Tele-Conferencing

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Examine the principles of effective communication.
- Or
- (b) Explain the importance of communication etiquette.
12. (a) Your ward would like to throw his birthday party at a fast food restaurant. However, you are not sure if the restaurant provides the facility of a proper birthday party. Write an inquiry letter to the manager of the restaurant for the same.
- Or
- (b) What are the occasions for writing circular letters?
13. (a) What are the modes of delivery for modes for making presentations?
- Or
- (b) Describe the guidelines for an effective interview.

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[P.T.O.]

14. (a) Analyze the Characteristics of Report.

Or

(b) Explain the types of reports.

15. (a) Why are podcasts good for communication?

Or

(b) Discuss the modern forms of communication.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Describe the methods of communication.

Or

(b) Explain in detail Barriers to effective communication.

17. (a) Explain the specimen of job application letter.

Or

(b) Write a letter of enquiry to manufacturer of batteries seeking information about the different kinds of products so that a decision may be taken for placing an order.

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18. (a) Experiment with the types of an interview.

Or

(b) Determine the importance of body language for being successful at a Group Discussion.

19. (a) You are the class representative of MBA. Your class has some grievances about the canteen facility. Draft a report to the Dean of your college with recommendations to improve the facilities for the students in the canteen.

Or

(b) Define Resume. What aspects should be placed in resume to make it more effective?

20. (a) Assume the benefits of social media for a business.

Or

(b) Why website is important for a business? Explain.

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