

Reg. No. :

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Question Paper Code : J1105

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Regulations 2013)

(Common to all branches)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Write a brief note on the applications of 'Johari Window'.
2. Define 'Systems' approach in communication skills.
3. What are all the different types of non-verbal communication forms available?
4. List down the key factors to be considered in gestures in a communication.
5. Describe the limitations of hierarchy of needs theory.
6. What are the unique features of debate?
7. What is the importance of minutes in communication?
8. List down any five key principles of business letter writing.
9. What is the role of executive summary in a project report?
10. How can visual aids acts as a great support in presentation?

PART B — (5 × 13 = 65 marks)

11. (a) Enumerate the different types of communication patterns and its applications in detail with life examples.

Or

- (b) Discuss the barriers to communication. Explain the way in which overcoming the barriers in a successful manner.

12. (a) Describe the significance of facial expressions and eye contact in oral communication.

Or

(b) Explain the role of beliefs, customs and attitude in communication and how it acts as an input to the communication.

13. (a) Discuss the strategies to develop fluency in oral communication with special reference to debates and discussions.

Or

(b) Explain the need and importance of listening in communication. State the barriers to listening and ways to overcome the barriers.

14. (a) Describe the principles to be kept in mind while drafting letters of complaint claims and adjustments with apt live examples.

Or

(b) Draft a resume along with the covering letter for the post of a management trainee in a reputed Multi National Corporation (MNC).

15. (a) Enumerate the structure of the project proposal with its headings and content with its objective, coherence and presentation. Support your points with apt reference.

Or

(b) Write a detailed note on the following with apt illustrations :

- (i) Performance Appraisal
- (ii) Product Appraisal
- (iii) Transaction analysis.

PART C — (1 × 15 = 15 marks)

16. (a) Case study :

Effective communication skills play a vital role in all aspects of life, be it in work or developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experiences, relations and sense of self.

Many students who are hardworking, were born in small towns studying in diverse vernacular medium schools facing severe problems while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they used to live was surrounded by non-English speaking

area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities. But, their major weaknesses were to speak English with perfection.

Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills. Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident.

In order to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English communication.

Questions :

- (i) What are all the environment factors that could affect your communication skills?
- (ii) Do you agree with this statement “you are a product of your surroundings?” — Justify.
- (iii) What measures one can follow in order to enhance its communication skills?
- (iv) Do you think negative motivation is necessary for enhancing your speaking skills?

Or

- (b) As a sales manager prepare a report of five of your salesmen report to you to the CEO on various aspects.

Reg. No. :

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Question Paper Code : J1105

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Regulations 2013)

(Common to all branches)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

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Or

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(b) Write a detailed note on the following with apt illustrations :

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PART C — (1 × 15 = 15 marks)

16. (a) Case study :

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Many students who are hardworking, were born in small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they used to live was surrounded by non-English speaking

area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities. But, their major weaknesses were to speak English with perfection.

Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills. Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident.

In order to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English communication.

Questions :

- (i) What are all the environment factors that could affect your communication skills?
- (ii) Do you agree with this statement "you are a product of your surroundings?" — Justify.
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- (iv) Do you think negative motivation is necessary for enhancing your speaking skills?

Or

- (b) As a sales manager prepare a report of five of your salesmen report to you to the CEO on various aspects.

Reg. No. :

Question Paper Code : BS2105

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Johari Window?
2. What are semantic barriers?
3. How do our gestures determine our pattern of communication?
4. What are the different forms of non-verbal communication?
5. What is hierarchy of needs?
6. What are the different forms of formal business communication?
7. Define ‘minutes of meeting’.
8. What is a sales letter?
9. Describe the significance of ‘abstract’ in a project report.
10. What is performance appraisal?

PART B — (5 × 13 = 65 marks)

11. (a) What are the communication skills needed for a successful manager? Explain.

Or

(b) 'Certain patterns in communication destroy the growth of an organization'. Explain with examples.

12. (a) What are the different ways to enhance the inter personal skills of the employees of an organization? Explain.

Or

(b) What is the role of non-verbal communication in the success of an organization? Explain with examples.

13. (a) Give the questions you would ask in the interview, which is conducted, to select the marketing manager. Give at least 10 questions.

Or

(b) (i) How do group discussions contribute to successful business communication?
(ii) 'For successful communication, listening is more important than speaking' – Explain.

14. (a) A leading television channel has the vacancy for the position of Area Sales Manager. Write your resume which you would send to the channel.

Or

(b) (i) Describe the components of a business letter.
(ii) Describe the principles of business writing.

15. (a) You are asked to do a project on the 'Status of e-learning in India'. Write a proposal for the project.

Or

(b) Explain in detail the process and mechanics of report writing.

PART C — (1 × 15 = 15 marks)

16. (a) You have completed a project on 'Social Media for Advertising'. Give the abstract of the report.

Or

(b) You are the Human Resource Manager and your sub-ordinate wants to join your rival organization. Write a letter of recommendation.

Reg. No. :

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Question Paper Code : JK4105

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(From Academic Year - 2015 - New Question Paper Pattern)

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Common to All branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. State any two functions of communication.
2. What is transactional analysis?
3. Define 'Intercultural communication'.
4. What are the different forms of non-verbal communication?
5. What is the role of moderator in a group discussion?
6. What is hierarchy of needs?
7. What is the objective of circulars?
8. What are 'memos'?
9. What is an appraisal report?
10. What is executive summary?

PART B — (5 × 13 = 65 marks)

11. (a) Explain in detail the principles and functions of business communication.

Or

- (b) State with examples the different barriers to business communication and the measures to be taken to overcome those barriers.

12. (a) (i) Explain the importance of non-verbal communication. (7)
(ii) Explain the different forms of non-verbal communication. (6)

Or

(b) How does the difference in various cultures impact the business communication? Explain with examples.

13. (a) As a manager, what would be the steps taken by you to improve the presentation skills of your subordinates? Explain in detail.

Or

(b) Explain in detail the role played by persuasion and motivation in business communication. Give examples.

14. (a) Your company plans to purchase 100 laptops for the official use. Write a letter to the manufacturing company, placing an order for 100 laptops.

Or

(b) A leading television channel is in search of a Human Resources Manager. Write a letter of application to the channel, along with your resume.

15. (a) Explain in detail the process and mechanics of report writing.

Or

(b) Your subordinate is sending application to a mobile manufacturer for the post of 'sales executive'. Write a letter, recommending him for the job.

PART C — (1 × 15 = 15 marks)

(Compulsory)

16. (a) Draft a project proposal for establishing communication lab.

Or

(b) Give specimen for business letter.

Reg. No. :

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Question Paper Code : J1185

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

(From Academic Year 2015 New Question Paper Pattern)

First Semester

DBA 7105 – COMMUNICATION SKILLS

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are semantic barriers?
2. What is transactional analysis?
3. How do customs from a part of our communication?
4. What is non-verbal communication?
5. What is persuasion?
6. What is hierarchy of needs?
7. What is the objective of tenders?
8. Define 'agenda'.
9. What is performance appraisal?
10. How do visual aids help in business presentations?

PART B — (5 × 13 = 65 marks)

11. (a) Explain with examples how could communication skills help in the development of a business organization.

Or

- (b) State with examples the communication patterns and practices that need to be avoided in a business organization.

12. (a) (i) Explain the different forms of non-verbal communication. (8)
(ii) How do the difference in beliefs and customs across the different cultures impact the business communication? Explain. (5)

Or

(b) As a manager, what would be the steps and measures taken by you to enhance the communication skills of your employees? Explain.

13. (a) Give the questions you would ask in the interview, which is conducted to select the corporate communication manager. Give atleast 10 questions.

Or

(b) As a manager, what would be the efforts taken by you to motivate and persuade your sub-ordinates for improving the profit percentage of your organization?

14. (a) A leading mobile company has the vacancy for the position of sales executive. Write your resume which you would send to the mobile company.

Or

(b) Your company needs to purchase computer hardware items from a foreign organization. Write an e-mail to the organization for placing the order.

15. (a) Explain in detail the process and mechanics of report writing.

Or

(b) Explain in detail the types and characteristic of project reports.

PART C — (1 × 15 = 15 marks)

16. (a) You are asked to submit a report on the 'Need and Importance of e-Management'. Give an abstract of the report in 500 words.

Or

(b) You have complete the project on 'Whatsapp for management purposes'. Give a summary of the project in 500 words.

Reg. No. :

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Question Paper Code : K1105

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

First Semester

DBA 7105 – COMMUNICATION SKILLS

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the role of communication in business?
2. What is transactional analysis?
3. State the significance of non-verbal communication in workplace situations.
4. What is 'voice'? How is it important in communication?
5. Mention different types of interview.
6. State some fluency development strategies.
7. What do you mean by 'memo'?
8. What is a complaint letter?
9. Define the term 'abstract'.
10. What is executive summary?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the functions and principles of communication.

Or

- (b) What is SWOT analysis? Give a detailed SWOT analysis on yourself for personal development.

12. (a) Describe the importance of eye contact and provide some examples of how eye contact plays a role in your communication throughout the day.

Or

(b) As a Sales Executive, how would you read the body language of the customers?

13. (a) Describe the major personality traits that are generally observed by panel of examiners in group discussion.

Or

(b) As an interviewer, what suggestions would you like to give to the freshers for better interview performance?

14. (a) Write a letter of application with the resume to apply for the post of Sales Manager in a multinational company.

Or

(b) You are the purchase officer in your company and you need to purchase five air-conditioning machines and ten ceiling fans. Write an enquiry letter to know the details like price, specifications of products and warranty period.

15. (a) Describe the main objectives and the structure of a project proposal.

Or

(b) Write down the guidelines and the format followed for writing a product appraisal report.

Reg. No.

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Question Paper Code : S1105

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

First Semester

DBA 7105 – COMMUNICATION SKILLS

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Briefly explain SWOT analysis.
2. What are some of the barriers to communication?
3. Write a short note on non- verbal communication.
4. Explain gestures.
5. Explain the different types of listening.
6. Write a short note on paralinguistic features.
7. What should a speaker keep in mind in planning a presentation?
8. Briefly explain group discussion dynamics.
9. List the types of report.
10. Write the characteristics of performance appraisal.

PART B — (5 × 16 = 80 marks)

11. (a) Write an essay on the principles of business writing. (16)

Or

(b) Discuss the characteristics and structures of project reports. (16)

12. (a) Assuming yourself to be the purchase officer of Aradhana Opticals, 24, Vijay Marg, Patna, write a complaint to Ageless Glasses, 121, Paharganj, New Delhi, reporting that the three of the six consignments containing glasses have been received in a damaged condition. Ask for the replacement of the damaged goods and seek compensation for the postal charges incurred. (16)

Or

(b) Assume that as the Sales Officer, Lozy mattresses, Ajmer, you have received a complaint from a local dealer complaining that the two dozen mattresses sent to them have serious defects. Write an adjustment letter refusing or accepting the claim. Provide suitable details for your acceptance or refusal of the claim. (16)

13. (a) Assume that you are an employee in a company. You have an idea for improving efficiency that should lead to a larger margin of profit for the company. Present the idea in writing to your immediate supervisor. State the idea clearly and precisely, and give substantiating data as an Email. (16)

Or

(b) Assume that you are associated with an NGO that engages itself in the animal protection activities. As a Secretary of the NGO, draft an email to be sent across. Urging people to come forward and join hands in the noble cause hands in the noble cause, your email should have the required elements of emotional appeal and persuasion. (16)

14. (a) Write a report showing your progress toward reaching a particular goal, such as completing a degree or receiving a certificate in your field, attaining a specific level of achievement in production or sales, or winning a particular prize. (16)

Or

(b) Write a feasibility report including conclusions and recommendations of a choice of a particular course of action, such as changing job or accepting a promotion that requires moving to another part of the country. (16)

15. (a) Write a job application to Birla cements, enclosing a CV for the vacancy of junior manager. (16)

Or

(b) STAR Collaborative is seeking an HR Assistant responsible for handling administrative duties as well as provide assistance with benefits and open enrollment in the department. Candidate must know MS Office, excel spreadsheets and MS Word. Write a job application enclosing a CV for the vacancy of HR Assistant to the manager Star Collaborative, Chennai-24. (16)

Reg. No. :

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Question Paper Code : 80105

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is inter-personal communication?
2. What is Johari window?
3. What is body language?
4. State the importance of gestures in inter-cultural communication.
5. What is persuasion?
6. Explain 'hierarchy of needs'.
7. What is the role of e-mail in business communication?
8. What is an enquiry letter?
9. What is a project proposal?
10. State the objectives of a project report.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain in detail the various barriers to communication. (8)
(ii) As the manager of the organization, what would be the measures taken by you to reduce the communication barriers? (8)

Or

- (b) How do you rate yourself as a manager? Give a detailed SWOT analysis.

12. (a) Explain with examples the role played by non-verbal communication in influencing the success of an organization.

Or

(b) As a manager, how would you make use of the principles of inter-cultural communication to enhance the relationship between your employees?

13. (a) You are heading the interview panel constituted to select team leaders for an Information Technology based organization. Give the ten most important questions to be put forth by you to the candidates.

Or

(b) If you are the manager of communication, what would be the steps taken by you to improve the presentation skills of the employees of the organization? Explain.

14. (a) You are interested to join the 'Quality Control' course offered by a reputed institution in Chennai. Write an enquiry letter to the institution.

Or

(b) Send a letter of application along with your resume to apply for the position of Human Resources Manager in a reputed organization.

15. (a) Explain in detail the process and mechanics of report writing.

Or

(b) Write a letter of recommendation for your colleague who wants to join as Sales Manager in a reputed company.

Reg. No. :

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Question Paper Code : 22107

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Briefly explain SWOT analysis and its usefulness in the industry.
2. How important is non-verbal communication today?
3. What is transactional analysis?
4. How important are paralinguistic features in face-to-face communication?
5. Briefly explain some of the major types of listening.
6. Why is awareness of audience necessary when planning a presentation?
7. Briefly discuss the function of a memo in an office.
8. How should a letter of application be structured?
9. What are the characteristics and structure of a project report?
10. What are appraisal reports?

PART B — (5 × 16 = 80 marks)

11. (a) Write an essay on the barriers to communication.

Or

- (b) Write an essay on the functions and principles of communication.

12. (a) How is non-verbal communication related to inter-cultural communication?

Or

(b) Discuss the importance of non-verbal communication.

13. (a) What are the points to be kept in mind when participating in group discussions.

Or

(b) Write a note on the salient features of a presentation.

14. (a) Discuss the principles of business writing.

Or

(b) Discuss the advantages of sending e-mails rather than writing letters in corporate communication.

15. (a) Write a note on performance and product appraisal.

Or

(b) Discuss the structure and content of a project proposal.

Reg. No. :

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Question Paper Code : 46105

M.B.A. DEGREE EXAMINATION, AUGUST 2014.

First Semester

DBA 7105 — COMMUNICATION SKILLS

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by horizontal communication?
2. What are the physical barriers in communication?
3. What are gestures? Give an example.
4. What is the relevance of eye contact in the process of communication?
5. What are self actualisation needs?
6. State any two features of an effective power point presentation.
7. What are the uses of an agenda in a meeting?
8. State any two points to be considered while preparing a letter of sales enquiry.
9. What is meant by performance appraisal?
10. What is an abstract?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the various functions and principles of communication.

Or

- (b) Write a note on :

(i) Interpersonal communication.	(4)
(ii) Informal communication.	(4)
(iii) Johari Window.	(4)
(iv) Transactional Analysis.	(4)

12. (a) **Emphasise the importance of non verbal communication in a business. Explain its limitations.**

Or

(b) **What is the role of beliefs and customs in the process of communication? What are the measures to be adopted by a multi national enterprise for smoothening the flow of intercultural communication?**

13. (a) **What are the various types of listening? Explain the different barriers to listening.**

Or

(b) **As a speaker how would you plan for the key note address in the founder's day celebrations of a company?**

14. (a) (i) **Explain the different components of a business letter. (8)**

(ii) **Bring out the merits and drawbacks of e-mails as a mode of business communication. (8)**

Or

(b) **Draft a letter of complaint to the branch manager of your bank about wrongful dishonour of a cheque drawn on your account in spite of sufficient balance and proper form of the cheque. Make a claim for damages for the loss of your reputation.**

15. (a) **Prepare a market survey report highlighting about the potentials and constraints relating to the marketability of a proposed new brand of instant coffee powder in a metropolitan centre.**

Or

(b) (i) **What are the characteristics of a project proposal? (8)**

(ii) **Submit a brief project proposal with the theme of heritage tourism in South India. (8)**
