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# Question Paper Code : BS2005

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

### First Semester

### DBA 1605 - COMMUNICATION SKILLS

(Common to M.C.A. Second Semester)

### (Regulations 2007/2009)

Time: Three hours

Maximum: 100 marks

## Answer ALL questions,

### PART A — $(10 \times 2 = 20 \text{ marks})$

- Define business communication.
- State any two barriers of business communication.
- What is feedback?
- 4. What is selective attention?
- What are memos?
- 6. What are the major contents of the minutes of a meeting?
- 7. How would you ensure cohesion in a technical report?
- 8. What are the major rules to be followed in paragraph writing?
- 9. What is an appraisal report?
- State the importance of an effective proposal for the successful implementation of a project.

## PART B — $(5 \times 16 = 80 \text{ marks})$

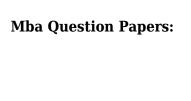
(a) What are the different forms of business communication? Explain.

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(b) Describe in detail the different factors that facilitating communication.

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**Michal Rosen-Zvi** 



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