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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 × 2 = 20 marks)

1. Define business communication.
2. State any two barriers of business communication.
3. What is feedback?
4. What is selective attention?
5. 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?
10. State the importance of an effective proposal for the successful implementation of a project.

PART B — (5 × 16 = 80 marks)

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

Or

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

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Michal Rosen-Zvi



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