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Question Paper Code : K1005

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

First Semester

DRA 1605 — COMMUNICATION SKILLS

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

(Regulations 2007/2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. State the process of communication.
2. What are the merits of grapevine form of communication?
3. What type of communication medium should be used to give negative feedback?
4. What are paralinguistic features in communication?
5. Define a memo.
6. What is a sales letter?
7. How important is coherence in report writing?
8. Should we use complex technical jargons while writing technical reports? Give one major reason for your answer.
9. How important is an agenda for a meeting?
10. What is an appraisal report?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss in detail the various electronic instruments used in modern communications.
Or
(b) Define communication. What is the importance of communication for an individual and for an organisation?

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