

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: 14

Course Name: BUSINESS COMMUNICATION

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

Write short notes on:

- | | | |
|---|------------------------|-----|
| 1 | Communication | (2) |
| 2 | Negotiation | (2) |
| 3 | Listening and hearing. | (2) |
| 4 | Cultural sensitivity | (2) |
| 5 | Persuasive letter | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | Discuss the purpose of communication in an organization. | (10) |
| 7 | Explain the barriers in communication. | (10) |
| 8 | Discuss the various types of non-verbal communication with its advantages and disadvantages. | (10) |
| 9 | Explain all the phases of writing process. | (10) |
| 10 | Explain different types of business proposals. Briefly describe the format of a long Proposal. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

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|----|---|------|
| 11 | If you are assigned to do branding for a new product targeting the Millennials, what elements would you consider while branding? (10 marks) Do apply written communication principles and create a fictitious brand aimed at Millennials and substantiate your idea and logic? (10 marks) | (20) |
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