

Total No. of Pages: 1

Register Number:

[www.downloadmela.com](http://www.downloadmela.com)

6731

Name of the Candidate:

**M.B.A (GLOBAL) DEGREE EXAMINATION, 2011**

**(FIRST YEAR)**

**(PAPER-III)**

**130. BUSINESS COMMUNICATION**

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

**SECTION-A**

(5×3=15)

Answer any FIVE questions  
All questions carry equal marks

1. What is encoding?
2. What is Kinesis?
3. Differentiate circulars and memos.
4. State the types of enquiry letters.
5. What is face to face communication?
6. Define emotional intelligent.
7. How are postures different from gestures?

**SECTION-B**

(3×10=30)

Answer any THREE questions  
All questions carry equal marks

8. Enumerate the different methods of communication.
9. Discuss the principles of effective communication.
10. Explain the merits and demerits of optimizing E-mail at work place.
11. Describe preparing a business case and explain its benefits.
12. How do you develop the value of a team's emotional intelligence?

**SECTION-C**

(2×15=30)

Answer any TWO question

13. Describe the methods of responding to cultural differences using Hogshead's cultural dimensions model.
14. "Rumors start because something mates titillating gossip". Do you agree or disagree? Discuss.

15. Describe the importance of emotions in determining intelligence.

[www.downloadmela.com](http://www.downloadmela.com)