

MAY 2015

**P/ID 77802/PMBSG**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Highlight the features of different forms of communication in business.
2. Enumerate the objectives of communication.
3. How can oral presentation be designed and delivered?
4. Differentiate agenda from minutes of the meeting.
5. State the significance of listening in communication.
6. How is body language important in communication?
7. Analyzes the role of technology in business communication.
8. How can message be constructed for using in through computers?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elucidate the barriers in communication and the gateways towards effective communication.
10. Prepare a structure and layout of a report of your choice.
11. List out the guidelines to develop listening skills.
12. Briefly discuss the non-verbal communication methods and the importance of non-verbal communication.
13. Briefly enumerate the steps in report writing.
14. Discuss the importance of positive attitude to success in life and career.
15. Discuss the various guidelines to make an effective presentation.
16. Enumerate the various uses of the internet for business purpose.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. "Role of technology in communication may endanger interpersonal communication relationship". – Comment on this statement.