

Total No. of Pages:

Register Number:

6718

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(SECOND YEAR)

(PAPER – XII)

240. CORPORATE COMMUNICATION NEGOTIATION AND  
PERSUASION

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. What are the features of written communication?
2. Explain presentation of report.
3. Explain various components of communication?
4. What are the purpose of committee meeting.
5. Write a short note on the art of persuasion?
6. Explain semantic barriers?
7. What are the nature of counter negotiation?
8. Explain the various sources of ideas?

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. How many types of negotiation explain?
10. How can the process of giving oral instruction to workers be made more effective?
11. What are the merits and demerits of the consensus?
12. How to communicative sensitive message explain?
13. What are the main barriers of organisation communication?
14. What are the steps taken by the collaborative decision making?



SECTION - C  
Answer any ONE question. (1 × 15 = 15)

15. What are the objectives of communication? Explain?
16. Explain different characteristics of good report.
17. What are the techniques for long term purchase agreement?

SECTION - D  
(Compulsory) (1 × 15 = 15)

17. Being a business executive how would you communicate to your subordinates. Illustrate your views?

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