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MBA DEGREE I SEMESTER EXAMINATION FEBRUARY 2022**21-371-0104 BUSINESS COMMUNICATION***(2021 Scheme)**(Regular)*

Time: 3 Hours

Maximum Marks: 60

PART A*(Answer ALL questions)* $(5 \times 2 = 10)$

1. What is semantic barrier?
2. Distinguish between Logos and Pathos.
3. List down the parts of a circular.
4. What is para linguistics?
5. State the relevance of proxemics.

PART B*(Answer ANY FIVE questions)* $(5 \times 5 = 25)$

6. Discuss the means to overcome the cultural barriers to communication.
7. "The structure of informative and persuasive speeches is different". Comment.
8. Prepare a business letter to announce a new incentive scheme for dealers of a two-wheeler manufacturer.
9. Prepare a memo to be issued to a group of workers who participated in an illegal strike in a factory that you head.
10. Present the AIDA model of communication.
11. How can one develop cultural intelligence?
12. "Listening is an art that consists of various stages". Comment.

PART C*(Answer ANY TWO questions)* $(2 \times 12\frac{1}{2} = 25)$

13. Prepare a business report on the sales performance during Christmas / New year season, on behalf of Kerala Sales Head of a Cake manufacturing firm.
14. Being a consultant, present a plan to make communication effective in an MNC that entered the Indian market recently.
15. Elaborate upon the role of body language to make communication more effective.

Previous Year Question Paper Bput For Mba

Xiang Xie



Previous Year Question Paper Bput For Mba:

The book delves into Previous Year Question Paper Bput For Mba. Previous Year Question Paper Bput For Mba is a crucial topic that needs to be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Previous Year Question Paper Bput For Mba, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Previous Year Question Paper Bput For Mba
 - Chapter 2: Essential Elements of Previous Year Question Paper Bput For Mba
 - Chapter 3: Previous Year Question Paper Bput For Mba in Everyday Life
 - Chapter 4: Previous Year Question Paper Bput For Mba in Specific Contexts
 - Chapter 5: Conclusion
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 6. In chapter 5, the author will draw a conclusion about Previous Year Question Paper Bput For Mba. This chapter will summarize the key points that have been discussed throughout the book.
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