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Reg. No.....

Name.....

M.A. (H.R.M.)/M.H.R.M. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

CC08—BUSINESS COMMUNICATION

(2024 Admissions—Regular/2023 Admissions—Improvement/Supplementary/2020-2022
Admissions—Supplementary/2019 Admissions—First Mercy Chance/2018 Admissions—
Second Mercy Chance)

Time : Three Hours

Maximum Marks : 60

Section A

*Answer any **five** questions.*

Each question carries 3 marks.

1. Define the non-verbal communication.
2. What is the Purpose of managing time ?
3. What is meant by Feedback ?
4. Definition of the oral and written.
5. What are the steps of Employment communication ?
6. Write short notes on Listening process.
7. Define the report writing.

(5 × 3 = 15)

Section B

*Answer any **three** questions.*

Each question carries 10 marks.

8. Explain the Barriers to effective communication.
9. Describe the principles of writing.

Turn over





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10. Explore the Barriers of listening.
11. Mentioned the principles and format for business letter.
12. Analysis the Difference Between the interview skills vs. employment skills.

(3 × 10 = 30)

Section C

*Answer any **one** question.*

The question carries 15 marks.

13. Discuss the Components and process of communication.
14. Explain the exposure to work environment and culture in today's workplace.

(1 × 15 = 15)

