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Question Paper Code : BS2005

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to M.C.A. Second Semester)

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions,

PART A — (10 × 2 = 20 marks)

1. Define business communication.
2. State any two barriers of business communication.
3. What is feedback?
4. What is selective attention?
5. What are memos?
6. What are the major contents of the minutes of a meeting?
7. How would you ensure cohesion in a technical report?
8. What are the major rules to be followed in paragraph writing?
9. What is an appraisal report?
10. State the importance of an effective proposal for the successful implementation of a project.

PART B — (5 × 16 = 80 marks)

11. (a) What are the different forms of business communication? Explain.

Or

- (b) Describe in detail the different factors that facilitating communication.

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Table of Contents Entrance Exam Model Question Paper For Mba

1. Understanding the eBook Entrance Exam Model Question Paper For Mba
 - The Rise of Digital Reading Entrance Exam Model Question Paper For Mba
 - Advantages of eBooks Over Traditional Books
2. Identifying Entrance Exam Model Question Paper For Mba
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Entrance Exam Model Question Paper For Mba
 - User-Friendly Interface
4. Exploring eBook Recommendations from Entrance Exam Model Question Paper For Mba
 - Personalized Recommendations
 - Entrance Exam Model Question Paper For Mba User Reviews and Ratings
 - Entrance Exam Model Question Paper For Mba and Bestseller Lists

5. Accessing Entrance Exam Model Question Paper For Mba Free and Paid eBooks
 - Entrance Exam Model Question Paper For Mba Public Domain eBooks
 - Entrance Exam Model Question Paper For Mba eBook Subscription Services
 - Entrance Exam Model Question Paper For Mba Budget-Friendly Options
6. Navigating Entrance Exam Model Question Paper For Mba eBook Formats
 - ePub, PDF, MOBI, and More
 - Entrance Exam Model Question Paper For Mba Compatibility with Devices
 - Entrance Exam Model Question Paper For Mba Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Entrance Exam Model Question Paper For Mba
 - Highlighting and Note-Taking Entrance Exam Model Question Paper For Mba
 - Interactive Elements Entrance Exam Model Question Paper For Mba
8. Staying Engaged with Entrance Exam Model Question Paper For Mba
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Entrance Exam Model Question Paper For Mba
9. Balancing eBooks and Physical Books Entrance Exam Model Question Paper For Mba
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Entrance Exam Model Question Paper For Mba
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Entrance Exam Model Question Paper For Mba
 - Setting Reading Goals Entrance Exam Model Question Paper For Mba
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Entrance Exam Model Question Paper For Mba
 - Fact-Checking eBook Content of Entrance Exam Model Question Paper For Mba
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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