

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL – 2018
COMMUNICATIONAL SKILLS FOR MANAGERS

15CPHR2A

Time : 3 Hours

Max. Marks: 75

SECTION – A (5 x 6 = 30)

Answer ALL the questions.

1. (a) Explain the Meaning of Communication.

(Or)

(b) Explain the Principles of Effective Communication.
2. (a) Elaborate the Personalized Standard Letters.

(Or)

(b) Describe the Sales Promotion Letters.
3. (a) Narrate the steps in writing a report.

(Or)

(b) Elaborate the Structure of Report.
4. (a) Write a note on the Dyadic communication.

(Or)

(b) Write a short note on Face to Face Communication.
5. (a) Explain the prerequisites for conducting seminars and conferences.

(Or)

(b) Explain about the Group Discussion.

SECTION – B (3 x 15 = 45)

Answer any THREE of the following questions.

6. Elaborate the types and process of Communication.
7. Briefly explain the norms for Business Letters and discuss the letter for different situations.
8. Describe the Layout of Report Writing.
9. Explain the Non - Verbal Communication and its types.
10. Write a brief note on the preparing Agenda, Minutes and Resolutions.
