Reg.No : | | | | | | | | | | | |

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE – 1

SEMESTER EXAMINATIONS

APRIL – 2019 **15CPHR2A**

COMMUNICATIONAL SKILLS FOR MANAGERS

Time: 3 Hrs **Max. Marks: 75**

SECTION – A (5 X 6 =30)

Answer ALL the questions.

1. a) Discuss about the different types of communication.

   (Or)

   b) Explain the process of communication briefly.

2. a) What are the classifications of enquiry letter?

   (Or)

   b) What are the benefits of sales correspondence?

3. a) Discuss about the characteristics of a good report.

   (Or)

   b) Explain the various types of reports.

4. a) Elucidate the use of charts and diagrams in communication.

   (Or)

   b) What are the levels of interaction in Dyadic Communication?

5. a) What are the advantages of preparing agenda?

   (Or)

   b) Explain the procedure for regulating speech in a seminar.

SECTION – B (3 X 15 =45)

Answer any THREE of the following questions.

6. Describe the various barriers of communication in detail.
7. Elucidate the principles of effective communication.
8. You have received a big order for shoes of various sizes, but are unable to execute it in time owing to certain difficulties. Write a letter to the customer asking for extension of time.
9. Explain the steps involved in writing a research report.
10. Appearance, posture and gesture play a significant role in communication – Elucidate this statement.

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