

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.A. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - I

20PHRCT1004 - Communication Skills for Managers

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the process of communication.
2. Differentiate between hearing and listening.
3. Show how computers have changed the modes of communication in the business world and how we are moving in the direction of paperless office.
4. Draft a Memo to the employee of your firm for irregularities and indiscipline in work.
5. Describe the components of an informal business report.
6. Explain semantic barriers with examples.
7. Explain the conditions or situations, which are highly suitable to non-verbal communication.
8. What are the 7c's of effective communication.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain various kinds of business letter in details.
10. Describe the components of an informal business report.
11. How can communication motivate workers to better efforts? Justify with examples.
12. What are the essentials for building better relations with media?

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Define negotiation and explain the stages in preparation & conducting the negotiations.
