

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 NOVEMBER - 2022

SEMESTER - I

**20PHRCT1004 - Communication Skills for Managers**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. Explain the principles of effective communication.
2. What is a circular letter ? State in which circumstances drafted.
3. Justify Advertising as a tool of communication.
4. Write short notes on Testimonial and Agenda.
5. Distinguish between formal report and Informal report.
6. Describe the checklist for compiling reports.
7. Define Body language and also explain the importance of body language in communication.
8. State the features of company meeting.

### **Section B**

#### **Part A**

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

9. Elaborate the various kinds of business letter with illustrations.
10. Write your own Curriculum vitae to apply for HR manager post in an organisation.
11. Draft the content of compiling a press release.
12. As a secretary of a company, write a letter to the shareholders, calling them to attend General Body meeting.

#### **Part B**

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

13. Explain the seven steps of negotiating process and also explain BATNA.

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