

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED

FIRST SEMESTER – APRIL 2023

CO 1101 – MANAGERIAL COMMUNICATION

Date: 08-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION-A

(10 x 2 = 20 Marks)

Answer all the questions:

1. What is emotional intelligence?
2. Define “Sales letters”.
3. What do you understand by a circular letter?
4. What is the difference between hearing and listening?
5. Suggest any two advantages of visual presentation.
6. What do you understand by minutes?
7. Define “Informal communication”.
8. What is an agenda of a meeting?
9. Identify any two benefits of video conferencing.
10. Explain the term “Grapevine Communication”.

SECTION-B

(4 x 10 = 40 Marks)

Answer any FOUR questions:

11. Explain the objectives and importance of business communication.
12. Write a memo to your salesman who works in your departmental store, asking for an explanation for his frequent unauthorized absence from duty.
13. Explain the points to be observed in formulating business letters.
14. “In the effective communication, conciseness and completeness are as important as courtesy and clarity”. Discuss.
15. Discuss the functions of non-verbal communication.
16. Elucidate the essential elements of effective oral communication.
17. Write a complaint letter regarding goods supplied are substandard and defective.

SECTION-C

(2 x 20=40 Marks)

Answer any TWO questions:

18. Elaborate the various steps involved in the process of communication.
19. What is meant by barriers of communication? List the various barriers to communication and state how they can be overcome?
20. Discuss the advantages and disadvantages of formal communication.
21. Analyse the different kinds of electronic communication systems with suitable examples.

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