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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.**PG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.**

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: M.COM.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
II	PART - III	SEC - 1	P23CO2SE1	MANAGERIAL COMMUNICATION

Date & Session : 06.05.2025/AN**Time : 3 hours****Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Communication process starts with. a) Encoding b) Sender c) Message d) Channel
CO1	K2	2.	Physical barriers to communication are. a) Time and distance b) Denotations c) Interpretation of words d) Connotations
CO2	K1	3.	Gestural communication is a. a) Direct conversation b) Oral communication c) Verbal communication d) Non-Verbal communication
CO2	K2	4.	Which of the following is the example of written communication? a) Letters & Voice mail b) Circulars and Voice mail c) Reports & E-mail d) All the above
CO3	K1	5.	Advantages of written communication is. a) Save time b) Permanent record c) Save money d) Neat
CO3	K2	6.	An agenda prepared in connection with. a) Meeting b) Business tours c) Exhibition d) Personal notes
CO4	K1	7.	Which of these qualities are important in a group discussion? a) Emotional stability b) Hostility c) Ignorance d) Aggressiveness
CO4	K2	8.	Dunning letters are also called. a) Letter of credit b) Collection letters c) Compliant letters d) Suggestions letter
CO5	K1	9.	The minutes book are the _____ book of the business. a) Subsidiary b) Statutory c) Obligatory d) Secondary
CO5	K2	10.	The key element of effective negotiation skill is. a) Avoiding any compromise b) Inflexible in demand c) Domination and controlling d) Active listening and empathizing
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K2	11a.	Identify the purpose of business communication.
			(OR)
CO1	K2	11b.	Describe the characteristics of communication.

CO2	K2	12a.	Explain the principles of oral communication. (OR)
CO2	K2	12b.	Discover the methods of written communication.
CO3	K3	13a.	Determine the characteristics of effective group discussion. (OR)
CO3	K3	13b.	Construct the objectives of conduct a meeting.
CO4	K3	14a.	Write the guidelines to prepare an effective business report. (OR)
CO4	K3	14b.	Catalogue the various types of business letter.
CO5	K4	15a.	Construct the need for negotiation. (OR)
CO5	K4	15b.	Analyse the qualities of a good presentation.

Course Outcome	Bloom's K-level	Q. No	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K4	16a.	Infer the various process of communication. (OR)
CO1	K4	16b.	Categorize the various communication barriers.
CO2	K5	17a.	Criticise the principles of written communication. (OR)
CO2	K5	17b.	Explore the modes of oral communication.
CO3	K5	18a.	Examine the role of participants in group discussion. (OR)
CO3	K5	18b.	Illustrate the process of conducting a business meeting through video conferencing.
CO4	K5	19a.	What are the contents are included in the business letter? Explain. (OR)
CO4	K5	19b.	Construct the structure of a business proposal.
CO5	K6	20a.	Predict the various factors affecting the negotiation skills. (OR)
CO5	K6	20b.	Enumerate the elements of presentation.