

KMBN107 Business Communication

Important Questions

(From Previous Year University Question Papers)

1. Define the communication. Discuss various characteristic of successful communication?
2. Define the terms 'conference and seminar'. Discuss their significance in the present business set- up.
3. Design business Etiquettes. Discuss different types and importance of these etiquettes in present scenario.?
4. Differentiate between press release and press report. State the essentials of a good press release.?
5. Write short note on the importance of advanced visual support in presentation.?
6. Define Noise. Discuss different barriers to communication. Suggest how to overcome them.
7. Discuss different objectives of meetings? Discuss the steps to plan a successful business meeting?
8. What are the characteristics of successful communication?
9. Discuss the principles of oral communication.?
10. Explain the differences between business letters and business reports?
11. Write the importance of media management in business communication?
12. What are the differences between oral communication and written communication?
13. What is electronic writing process in business communication.?

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14. What are the objectives of report writing? Explain the format of formal report writing?
15. Enterprises, introducing one of your new products or services. Be sure to give important details about your product/ service.
16. Define the role of organizers, chairperson, speaker, and audience to make seminar effective.?
17. How technological advancement will effect on business communication?
18. What do you understand by listening? Explain the need listening in business communication.?
19. What is the difference between an issue and a crisis? How do each apply do each apply to your organization, and if/ when faced with either one, does your frontline know how to react, how to respond and / or how to escalate the situation internally?
20. Today no executive can survive without learning the art of making presentations. Do you agree? Why?
21. Explain 3x3 writing process in business communication? Also confer the term coherence in systematic writing.?
22. Explain the basic writing guidelines for a resume and job application letter. Also discuss the differences between a CV and resume.?
23. What is grapevine? What are its benefits and drawbacks? Discuss the essentials of effective communication with examples.
24. What is the point to be kept in mind at the time of writing emails? How SMS different from emails and what issues and challenges are involved in both types of communication.