



KERALA AGRICULTURAL UNIVERSITY

B. Sc. (Hons.) C & B 2017 Admission

II Semester Final Examination- August-2018

mgt.1202

Organisational Communication (1+1)

Marks: 50

Time: 2 hours

(10x1=10)

I Fill in the blanks:

- 1 In the model, the sender communicates to the receiver. It is a one way channel.
- 2 is the written notification of the pending amounts, meant to prompt past – due customers to make a payment.
- 3communication is a channel of communication of horizontal communication, it can flow even vertically and diagonally.
- 4 In business, an is a proposal to sell or buy a specific product or service under specific condition.
- 5 is a kind of letter disseminating any message to a large number of people at a time in the same way.

State True or False

- 6 In organisations, only top managers are sources of messages.
- 7 The act of making demands or assertions is called claims.
- 8 In a letter, the conclusion restates the main point and may include a call to action.
- 9 Communication must include a verbal component.
- 10 Business letters produce immediate effects because they are informal.

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 Objectives of Organisational communication
- 2 Letter
- 3 Organisational networks
- 4 Advantages of oral communication.
- 5 Letter of application
- 6 Memo
- 7 Agenda

III Answer ANY FIVE of the following

(5x4=20)

- 1 Upward Communication
- 2 Difference between Formal and Informal Communication
- 3 Paralanguages
- 4 Preparations to be made by interviewer for conducting an interview
- 5 Purposes of group discussion
- 6 Strategies for effective meeting
- 7 Role of perception in communication.

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Barriers to communication
- 2 Layout of a business letter
