

**Reg. No. : .....**

**D 515**

**Q.P. Code : [11 DMB 15]**

(For the candidates admitted from 2011 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE  
EXAMINATION, MARCH 2021.**

**First Year / First Semester**

**CORPORATE COMMUNICATION**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What are the components of business communication? Explain the types of business communication.
2. Discuss the strategies to manage Government relations.
3. Outline the importance of communication in business.
4. Explain the types and forms of business reports.
5. Outline the steps in preparing a project proposal.

6. Discuss the steps in preparation for a job interview.
  7. Outline the Do's and Dont's involved in writing for media.
  8. What are conflicts? Describe the strategies to resolve conflicts.
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