

Name : _____

P 1022

Reg. No. _____



LOYOLA COLLEGE OF SOCIAL SCIENCES
(AUTONOMOUS)
(ESTD-1963)

Affiliated to University of Kerala
Accredited with A++ by NAAC
Sreekariyam, Thiruvananthapuram, Kerala.

FIRST SEMESTER MA (HUMAN RESOURCE MANAGEMENT) (REGULAR)
EXAMINATION, JANUARY 2025
(2024 Admissions)

HR 514: BUSINESS COMMUNICATION

Time 3 hours

Max: 75 Marks

Nos.	Part A: Write Short notes on the following: Answer ANY TEN Questions in not exceeding 50 words. Each carries 2 marks	Course Outcome	Blooms Level	Marks
Q1	Non-verbal communication	CO2	Understand	2
Q2	Oral communication	CO1	Understand	2
Q3	Encoding	CO1	Understand	2
Q4	Circulars	CO1	Understand	2
Q5	Types of Listening	CO2	Understand	2
Q6	Intranet	CO2	Understand	2
Q7	Group Discussion	CO2	Understand	2
Q8	Minutes of the meeting	CO2	Understand	2
Q9	Notices	CO3	Understand	2
Q10	Video conferencing	CO2	Understand	2
Q11	Covering Letter	CO4	Understand	2
Q12	Positive message	CO1	Understand	2
Q13	Channels in communication	CO2	Understand	2
	Part B : Answer ANY FIVE out of the EIGHT questions in not exceeding 500 words	Course Outcome	Blooms Level	Marks
Q14	Discuss the role of written communication in maintaining professionalism in the workplace	CO1	Understand	5
Q15	Evaluate the significance of addressing barriers to effective listening in fostering team collaboration and productivity	CO1	Understand	5
Q16	Outline the broad guidelines that need to be followed while writing business letters, memos, and emails.	CO3	Analyse	5

Q17	Determine the aspects that should be included in a resume of a fresher who has completed Post graduation in Human Resources Management.	CO4	Evaluate	5
Q18	Evaluate the role of email communication in improving internal organizational correspondence, citing its advantages and limitations.	CO2	Evaluate	5
Q19	Explain the process of business communication	CO1	Evaluate	5
Q20	Design guidelines for effective listening.	CO2	Apply	5
Q21	Explain various types of interviews.	CO4	Evaluate	5
	Part C: Answer ANY TWO out of FOUR questions in not exceeding 1200 words	Course Outcome	Blooms Level	Marks
Q22	Design a communication plan for launching an employee engagement program in a multinational corporation	CO4	Create	15
Q23	Assume that you are appointed as a coordinator to conduct a management fest in your institution. You are also required to inform about this program to the students who are studying for the first year in your institute. Discuss some of the guidelines that you will follow for effective oral communication	CO2	Evaluate	15
Q24	Imagine that you are the marketing manager of an organisation. You are required to prepare an executive summary that covers all the major elements of a report's content to your company's vice-president on the reasons you have investigated for the sudden fall in demand for your product.	CO3	Create	15
Q25	Write a business letter to a client introducing a new product or service offered by your organization. Ensure the letter is persuasive and highlights the key benefits of the product/service.	CO3	Apply	15