

International Islamic University Chittagong

Department of Business Administration

Mid-Term Examination, Autumn 2019

Program: RMBA

Course Title: Managerial Communication

(Course Code: BCOM-4101)

Time: 2 Hours

Full Marks: 30

[N. B. Answer any three(3) of the following questions. Figures in the right margin indicate marks.]

1. a. Discuss the characteristics of effective communication. 3
b. A personal may be a barrier to effective communication-how 2
c. Write short notes on: 5
 - I. Principles of conciseness
 - II. Types of Business communication
2. a. What is team? What are the advantages and disadvantages of team? 1+4=5
b. How to overcome resistance in a team? 5
3. a. Discuss the factors to be considered to choose communication channels. 3
b. How can you be a good listener? 2
c. What are the six recognizing factors of non-verbal communication? Discuss 5
4. a. Write down a letter of congratulations to a colleague, named Mr. A.B.M Jamal, on his promotion. 4
b. Write short notes on: 6
 - I. Social letter
 - II. Verbal Vs nonverbal communication
 - III. Types of communication
 - IV. Methods of Business communication