I Semester M.Com. Examination, January 2017  
(CBCS)  
COMMERCE  
Paper – 1.7 : SC : Communication Skills

Time : 3 Hours  
Max. Marks : 70

SECTION – A

1. Answer any seven questions. Each question carries two marks.  
   \[(2 \times 7 = 14)\]
   a) What is Appreciative Listening ?
   b) Define Stereotyping.
   c) Mention 5W’s and 1 H of Report Writing.
   d) What is Emotional Intelligence in Oral Communication ?
   e) Why feedback is essential for communication ?
   f) What is Cognition ?
   g) Mention the different dimensions of Network Communication in Organization.
   h) What do you mean by Communication Gap ?
   i) What is meant by Minutes ?
   j) Define Non-verbal Communication with examples.

SECTION – B

Answer any four questions. Each question carries five marks.  
\[(5 \times 4 = 20)\]

2. ‘Communication is primarily a social activity’ – Justify.

3. Explain the basic principles used in letter writing. Discuss the language and styles used in Business Correspondence.

4. ‘Organizing content and preparing an outline plays a vital role in presentation’. Explain.
5. Explain the psychological and cross-cultural barriers involved in oral communication.

6. What is team? Briefly explain the role of efficient team and the challenges involved in teamwork.

7. “Man’s inability to communicate is a result of his failure to listen effectively” keeping this statement in mind, discuss in detail, the traits of a good listener.

SECTION – C

Answer any three questions. Each question carries twelve marks. (12×3=36)

8. “Communication is essential to business as blood is to human body”. Do you agree with the statement? Also briefly explain the process of communication.

9. What is Negotiation? Explain the various types of negotiation. Also enumerate the conditions and strategies of negotiating.

10. “Listening is a process of receiving, interpreting and reacting to a message received from the speaker”. Justify the statement.

11. Write short notes on:
   a) Video-conference
   b) Public speaking
   c) Body language.

12. ‘A Report is a neatly structured piece of work’ in justification of this statement, explain the objectives and features of Good Report. Also explain the various steps involved in drafting a report.