



PG – 757

I Semester M.Com. Degree Examination, January 2015
(CBCS Scheme)
COMMERCE

1.7 : S.C : Soft Core : Communication Skills

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any seven** of the following. **Each** question carries 2 marks.

(7×2=14)

1. a) Define 'Communication'.
- b) Define emotional intelligence.
- c) What is oral communication ?
- d) List four requisites of good communication.
- e) What is perception ?
- f) What is interpersonal communication ?
- g) What is cognition ?
- h) What is conflict ?
- i) Define 'negotiation'.
- j) Define 'stereotyping'.

SECTION – B

Answer **any four** of the following. **Each** question carries 5 marks.

(4×5=20)

2. Explain in brief seven C's of communication.
3. Write a note on creativity in oral communication . Explain in brief the advantages of video conferencing.
4. What is team work ? Explain the role of efficient team.

P.T.O.



5. Explain listening barriers. How to overcome these barriers ?
6. What is e-mail ? What are the essentials of e-mail messages ?
7. Explain the importance of listening skills.

SECTION – C

Answer **any three** of the following. **Each** question carries **12** marks. (12×3=36)

8. Why communication is essential in organisation ? Explain in detail communication network of the organisation with appropriate examples.
 9. Explain the advantages of video conferencing mobile phones and facsimile machines.
 10. a) Write sample resume format.
b) Draft a office circular informing that working hours are rescheduled from 9.30 am to 4.30 pm to facilitate the staff to reach the institution in time.
 11. Define 'active listening'. Explain in detail guidelines for effective listening.
 12. What is interpersonal communication ? Explain the barriers of interpersonal communication.
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Paper – 1.7 – S. C. : Communication Skills

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Instruction : Answer all Sections.

SECTION – A

1. Answer any seven sub-questions. Each sub-question carries two marks. (7×2=14)

- a) What is feedback loop in communication ?
- b) Give any two examples of kinesics.
- c) What is meant by chronemics ?
- d) Define communication.
- e) What do you mean by dominant style of communication ?
- f) Differentiate between critical listening and hearing.
- g) Give the meaning of empathic listening.
- h) What do you mean by cross-cultural communication ?
- i) What is conflict resolution ?
- j) What is meant by paralanguage ?

SECTION – B

Answer any four questions. Each question carries five marks. (4×5=20)

2. What is Grapevine ? Explain briefly the importance of informal communication in an business organisation.
3. Bring out the arguments for and against strategic negotiation on 'win – win' and 'win – loss' negotiations.

P.T.O.



4. Explain the various impediments for effective communication in writing commercial letters.
5. Discuss the barriers in oral communication and suggest the ways to overcome for creative in oral communication.
6. What is the importance of using right words in the right place in the group discussion ? Explain.
7. How are communication skills interlinked with efficient functioning of an organisation ? Discuss.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **twelve** marks.

(3×12=36)

8. Discuss the changes in today's workplace that make excellent communication skills mandatory for business executives in multinational companies.
 9. "Listening is the cornerstone of effective communication". Elucidate with suitable examples.
 10. Analyse the importance of team building. What are the technique for gaining and keeping the team individuals attention and accomplishment the team roles ?
 11. Write an essay on "creativity in written communication".
 12. Discuss the importance of inter-personal communication and barriers involved in inter-personal communication.
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