I Semester M.Com. Examination, January/February 2018
(CBCS Scheme)
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 :  
   \[ (7 \times 2 = 14) \]
   a) What do you mean by proxemics ?
   b) List out any 4 reasons for communication Gap.
   c) What is Voice Modulation ?
   d) Define Negotiation.
   e) What is Emotional Intelligence ?
   f) What do you mean by Win-Win Negotiation Strategy ?
   g) What is Cognition ?
   h) What is empathic listening ?
   i) Mention any 4 visual aids.
   j) What is Creativity in Writing ?

SECTION – B

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

2. ‘Verbal communication is more important than non-verbal communication’ – Discuss.

3. Good Managers have always listened to the opinions of their staffs and key subordinates – Explain the importance of listening.

4. Explain five ‘W’s and one ‘H’ of report writing.

5. What is conflict ? Explain how various cultures influence in solving conflicts ?

P.T.O.
6. How is communication skills interlinked with efficient functioning of an organisation? Discuss.

7. What is Team Work? Explain the characteristic features of successful Team work.

SECTION – C

Answer any three questions. Each question carries twelve marks: 

(3×12=36)

8. “Achieving the group goal is essential for any group discussion to be successful” – Enumerate this statement with the characteristics and procedure for conducting group discussion.

9. What is communication network? Explain in detail the various communication networks of the organisation with appropriate examples.

10. What is inter-personnel communication? Explain the importance and barriers of Inter-personal communication.

11. Explain the Anatomy of poor listening. Also explain the ways for improving listening skills.

12. a) Business letters provides a channel for communication between business houses. Briefly explain the objectives and functions of business letters.
   b) Write a tactful letter to a customer who has placed a large order with you for the first time but made no mention of payment.