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560

I Semester M.Com. Examination, February 2019  
(CBCS Scheme)  
**COMMERCE**  
Soft Core  
**Communication Skills**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks. **(7×2=14)**
- Give the meaning of Emotional Intelligence.
  - State two benefits of grapevine communication.
  - Differentiate between hearing and listening.
  - What is Netiquette ? Specify any one guideline that must be followed when using internet.
  - What is Defamation ?
  - Specify four reasons for communication gap in organisation.
  - Expand the following GPS, GSM, WLAN, CDMA.
  - What is a Statutory Report ?
  - What is a Gesture ? State two examples.
  - Define Negotiation.

SECTION – B

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

- A majority of the books that you had ordered for your institution have been received in a damaged condition. Draft a suitable complaint letter to your supplier.
- How is Group Discussion a better technique than interviews for selecting a Marketing Post Applicant ?
- Distinguish between :
  - Oral and Written Communication
  - Signs and Signals.

P.T.O.



5. Why use of Font, Colour and Layout is important in the Presentation ?
6. List the Seven C's needed for effective communication. Elaborate any two C's.
7. What are the causes for nervousness during Mass Communication ? State any four strategies to overcome it.

### SECTION – C

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

8. Explain the Pros and Cons of using Technology in Business.
  9. Write note on :
    - a) Brain Storming technique of creativity
    - b) Attribute listing technique of creativity.
  10. Explain the sources of conflict in organisations. How it can be managed ?
  11. Explain the various barriers of oral communication.
  12. Explain the characteristics of successful teams. State the advantages and disadvantages of teams.
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