

III Semester B.Com. Examination, November/December 2016
(CBCS) (F+R) (2015 – 16 & Onwards)

COMMERCE

3.7 : Public Relations and Corporate Communication

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written **completely in English or completely in Kannada.**

SECTION – A

Answer **any 5** of the following. Each question carries **2** marks. **(5×2= 10)**

1. a) Define Emotional Intelligence.
- b) Mention the types of stress.
- c) What is meant by creativity ?
- d) State the meaning of "Resume".
- e) Give the meaning of career.
- f) What is formal communication ?
- g) State the meaning of Brainstorming.

SECTION – B

Answer **any 3** of the following. Each question carries **six** marks. **(3×6=18)**

2. What is negative attitude ? Briefly explain the measures to overcome negative attitudes.
3. Explain the importance of Time Management.
4. Narrate the methods of enhancing creativity briefly.
5. What are the characteristics of good speech ?
6. Give a note on sources of information for different careers.

P.T.O.



SECTION - C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. What is meant by interpersonal relationship ? Explain its importance in personal and professional life.
8. Explain the general principles of stress management.
9. Prepare a resume for the post of software engineer in a company with imaginary details.
10. What do you mean by presentation Aids ? Explain different techniques of presentation aids.
11. What is meant by career planning ? Explain the process and advantages of career planning.