



PG – 571

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. (2×7=14)
- What is Appreciative Listening ?
 - Define Stereotyping.
 - Mention 5W's and 1 H of Report Writing.
 - What is Emotional Intelligence in Oral Communication ?
 - Why feedback is essential for communication ?
 - What is Cognition ?
 - Mention the different dimensions of Network Communication in Organization.
 - What do you mean by Communication Gap ?
 - What is meant by Minutes ?
 - Define Non-verbal Communication with examples.

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks. (5×4=20)
- 'Communication is primarily a social activity' – Justify.
 - Explain the basic principles used in letter writing. Discuss the language and styles used in Business Correspondence.
 - 'Organizing content and preparing an outline plays a vital role in presentation'. Explain.

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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.
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