



60557

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.

60557



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. **(3x12=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.

SECTION – B

(4x2=50)

Answer any four questions. Each carries five marks.

1. 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.
2. How is Group Discussion a better technique than interviews for selecting a Marketing Post Applicant ?
3. Distinguish between:
 - a) Oral and Written Communication
 - b) Signs and Signals

P.T.O.



PG – 740

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 : **(7×2=14)**
- What do you mean by proxemics ?
 - List out any 4 reasons for communication Gap.
 - What is Voice Modulation ?
 - Define Negotiation.
 - What is Emotional Intelligence ?
 - What do you mean by Win-Win Negotiation Strategy ?
 - What is Cognition ?
 - What is empathic listening ?
 - Mention any 4 visual aids.
 - What is Creativity in Writing ?

SECTION – B

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

- 'Verbal communication is more important than non-verbal communication' – Discuss.
- Good Managers have always listened to the opinions of their staffs and key sub-ordinates – Explain the importance of listening.
- Explain five 'W's and one 'H' of report writing.
- 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 : **(3x12=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.



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.

P.T.O.

PG-571



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.



PG – 884

I Semester M.Com. Examination, January 2016
(CBCS)
COMMERCE

Paper – 1.7 – S. C. : Communication Skills

Time : 3 Hours

Max. Marks : 70

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.



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.

SECTION – B

(4×5=20)



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

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