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I Semester M.Com. Degree Examination, August - 2021

COMMERCE

Communication Skills

(CBCS Scheme 2018-19)

Paper : 1.7 (Soft - Core)

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **Seven** questions. Each question carries **Two** marks.

(7×2=14)

1. a) What is cognitive bias in negotiation?
- b) Define Vertical Communication.
- c) Why feedback in communication necessary?
- d) Mention any two disadvantages of Oral Communication.
- e) Define audience research.
- f) State four basic strengths of creativity.
- g) What is analytical report?
- h) What are the four essential requirements for active listening?
- i) Define Passive listening.
- j) What is diagram?

SECTION - B

Answer any **Four** questions. Each question carries **Five** marks.

(4×5=20)

2. The importance of creativity is brought in various facets of our life as it has become all pervasive. Elucidate.
3. Explain the characteristics of verbal communication.
4. What are the main components of communication process? Explain.
5. Write a letter to the Mayor of your city seeking a solution to the problem of water logging in your area.

[P.T.O.]



6. Define Conflict. Describe in detail the types of conflicts.
7. Write a short note on :
 - a. Active Listening.
 - b. Emphatic Listening.

SECTION - C

Answer any **Three** questions. Each question carries **Twelve** marks.

(3×12=36)

8. Explain in detail the structure of a report.
 9. Write a detailed note on :
 - a. Downward Communication.
 - b. Horizontal Communication.
 10. Give the meaning of Listening. Bring out the need, importance and benefits of Listening.
 11. Explain in detail the tips for creating and delivering an effective PowerPoint presentation.
 12. Elucidate the challenges faced by teams at workplace.
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