

SECTION - C  
**First Semester M.Com. Examination, May/June 2023**

(CBCS Scheme)

**COMMERCE**

**1.7 : Communication Skills (SC)**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions. **Each** question carries **two** marks : **(7×2=14)**

1. a) What do you understand by the term Etiquette ?
- b) What is emotional intelligence ?
- c) Mention 5Ws and I H of report writing.
- d) Define Stereotyping.
- e) What is body language ?
- f) What is perception ?
- g) How is negotiation important in communication ?
- h) What do you mean by Proxemics ?
- i) What is the role of communication in Business decision ?
- j) What is conflict resolution ?



SECTION – B

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

2. Explain in brief 7 Cs of communication.
3. Write a resume to apply for an accounts officer post in an organization.
4. What is team work ? Explain the role of efficient team for increasing the productivity.
5. What is grapevine communication ? Explain briefly the importance of informal communication in business organization.
6. Explain the importance of listening skills among the different hierarchy of the business.
7. Explain the psychological and cross cultural barriers involved in oral communication.



## SECTION – C

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

8. What is meant by autonomy of poor listening ? Discuss the importance and barriers of interpersonal communication.
9. What is negotiation ? Explain the various types of negotiation and also discuss the conditions and strategies of negotiation.
10. Discuss the advantages of Video conferencing, PPT and Public speaking.
11. Explain the basic principles used in letter writing and write the different phases of presentation for effective understanding.
12. Discuss in detail :
  - a) E-mail
  - b) Report writing.
  - c) Paralanguage.



## SECTION – B

(4×2=20)

Answer any four questions. Each question carries five marks :

1. Explain in brief 7 Cs of communication.
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3. What is team work ? Explain the role of efficient team for increasing the productivity.
4. What is grapevine communication ? Explain briefly the importance of informal communication in business organization.
5. Explain the importance of listening skills among the different hierarchy of the business.
6. Explain the psychological and cross cultural barriers involved in oral communication.