



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.
-