



I Semester M.Com. Examination, January 2016
(CBCS)
INTERNATIONAL BUSINESS
Paper – 1.7 : Soft Core : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- What is business communication ?
 - What is written communication ? Mention four visual aids.
 - What is proxemics ?
 - Mention the essentials of body language.
 - Mention four characteristics of style and tone.
 - What is cognition and perception ?
 - List out eight barriers to communication.
 - What is Kinesics ?
 - Define active listening.
 - What is etiquette ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5= 20)
- Explain the process of communication.
 - What is creativity in oral communication ? Briefly explain four creative techniques in oral communication.
 - What is non verbal communication ? Briefly explain different types of non-verbal communication.
 - What is public speaking ? Explain the importance of rhetorical triangle in public speaking.
 - What are the different types of listening ? Explain the importance of listening.
 - What is interpersonal communication ? Explain the barriers to interpersonal communication.



SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks.

(3×12=36)

8. Explain the stages of writing a report and mention the essentials of business letter with suitable examples.
9. Explain the seven C's of communication and the detailed steps to be covered in effective power point presentation.
10. What are the different types of conflicts ? Explain the process and strategies of negotiation.
11. Explain different forms of communication and bring out six differences between oral and written communication.
12. Explain in detail the technology based communication tools.

BMSCIN
