



I Semester M.Com. (I.B)/M.I.B. Examination, January 2017  
(CBCS)

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 oral communication ?
  - Distinguish between vertical and horizontal communication.
  - State the importance of public speaking.
  - What do you mean by voice modulation ?
  - What is emotional intelligence ?
  - What are the features of a good listener ?
  - Distinguish between active and emphatic listening.
  - What is team roles ?
  - Define win-win negotiation strategy.
  - State the need of ethics in communication.

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- “Communication is necessary for the success of an organisation”. Discuss.
  - Why eye contact is necessary in presentation of information ?
  - What is resume ? Why it is so important in communication ?
  - What are the types of listening ? Explain in brief.
  - Explain the characteristics of successful teams.
  - Discuss the sources of conflict in communication.



SECTION – C

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

8. Explain the stages of communication in business.
9. What are the barriers and gateways in oral communication ? Elucidate.
10. Discuss the need of using pictures and diagrams in report writing.
11. What are the anatomy of poor listening ? Why proper listening is so important in decision making ?
12. What are the conditions of negotiating ? Explain the negotiating tactics.

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