

First Semester M.Com. Degree Examination,  
January/February 2020

(CBCS Scheme)

Commerce

Paper 1.7 — SC - COMMUNICATION SKILLS

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

1. Answer any **SEVEN** questions. Each question carries **2** marks : (7 × 2 = 14)
- (a) What is premature conclusion?
  - (b) Who is a Passive Listener?
  - (c) What is Semantic problem?
  - (d) Give the meaning of Proxemics.
  - (e) What are the barriers to effective communication?
  - (f) What is conflict in communication?
  - (g) What is Emotional Intelligence?
  - (h) Give the meaning of encoding messages.
  - (i) What is informal communication?
  - (j) Define Communication.

SECTION - B

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

- 2. Under what circumstances you prefer oral communication?
- 3. Why is body language is important in public speaking?
- 4. Why and how Noise in communication affects the listener?

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5. What are the cultural barriers to effective communication?
6. How emotions affect negotiations?
7. Pictures speak thousand words – Comment.

SECTION – C

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

8. Explain in detail the process of communication.
  9. Explain different forms of communication.
  10. What are the characteristics of a good listener?
  11. What are the challenges in team communication? How do you manage it?
  12. How do you manage negative emotions in negotiations?
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