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SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

Commerce

MC 2C 8—BUSINESS-COMMUNICATIONS

(2015 Admissions)

Time: Three Hours

Maximum: 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

- 1. Define Gestural Communication.
- 2. What do you mean by semantic barriers to communication?
- 3. Define Perception.
- 4. State the concept of Personality trait.
- 5. What is Group discussion?
- 6. Describe the term Telecommunication.

 $(6 \times 1 = 6 \text{ weightage})$

Part B

Answer any six questions.

Each question carries 3 weightage.

- 7. What are the advantages and disadvantages of Formal communication?
- 8. What are the characteristics of a godo business letter?
- 9. What do you mean by public speech? How to deliver effective public speech?
- 10. How SWOT analysis is helpful for personality development?
- 11. Distinguish between Upward and Downward communication.
- 12. Explain the stages in listening.
- 13. Distinguish between Speech and Presentation.
- 14. What is the role of feedback in communication process?

 $(6 \times 3 = 18 \text{ weightage})$

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Part C

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Answer any two questions.

Each question carries 6 weightage.

- 15. What is the need and importance of business games in communication?
- 16. What do you mean by interview? What are the various kinds of interviews?
- 17. Define Report. Classify business reports.

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 $(2 \times 6 = 12 \text{ weightage})$

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SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2017

(CUCSS-PG)

MC 2C 8—BUSINESS COMMUNICATIONS

(2015 Admissions)

Time: Three Hours

Maximum: 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

- 1. What do you mean by Psychological communication?
- 2. What is Layout?
- 3. Give the meaning the proxemics?
- 4. What do you mean by Mock Interview?
- 5. State the meaning of principal and agent?
- 6. Define Self-perception?

 $(6 \times 1 = 6 \text{ weightage})$

Part B

Answer any six questions.

Each question carries 3 weightage.

- 7. What is communication process? Explain various steps involved communication.
- 8. Explain the Postures and Gestures of Body language.
- 9. What is public relation? State its ways of contacting to public?
- 10. Discuss in detail the advantage and disadvantage of upward or downward communication?
- 11. Write a detailed note on 'Group Discussion'.
- 12. Write a note on the importance of listening.
- 13. Write a letter of inquiry to wholesale clothes mart asking for their price list, catalogue and other information?
- 14. Discuss the important factors that go into personality development?

 $(6 \times 3 = 18 \text{ weightage})$

Part C

Answer any two questions.

Each question carries 6 weightage.

15. What is interview? Explain the types of interview?

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- 16. What are barriers to communication? Discuss language as barriers to communication?
- 17. Define resume. Give an Gestures of the body language.

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 - 5. State the meaning of principal and agent ?
 - Challenge Self-perception ...

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Maximum. 36 Weightage

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