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St. Clare College
Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION-FEB 2025

M.Com. FIRST SEMESTER

MCO1724: CORPORATE COMMUNICATION SKILLS

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

- 1. Verify and ensure that the question paper is completely printed.**
- 2. Any discrepancies or questions about the exam paper must be reported to the COE within one hour after the examination.**
- 3. Students must check the course title and course code before answering the questions.**

PART-A

Answer SIX questions out of Eight. Each answer carries TWO marks.

[2x6 = 12]

1. What is meta-communication? Give one example.
2. What is the purpose of feedback in Communication?
3. What do you mean by articulation?
4. Differentiate between posture and gesture in communication.
5. Define cross-cultural communication.
6. Mention two key aspects of cell phone etiquette during business meetings.
7. What are personation skills?
8. What is time management in effective presentation?

PART-B

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. What is Grapevine communication? Briefly explain the importance of informal communication in an organization.
10. Communication gap leads to poor decisions in an organisation. Suggest ways to overcome these.
11. How can the use of visuals and slide design contribute to the effectiveness of a presentation?
12. Analyze the challenges of work-from-home communications in organizations.
13. What are cross-cultural communication issues in the workplace? Explain with suitable examples.

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks. [10X2=20]

14. Listening is the corner stone of effective communication. Elucidate with suitable examples.
15. How are communication skills and soft skills interrelated for corporate employees? Explain with an illustration.
16. Evaluate the emerging trends in virtual communication and their impact on corporate performance.

PART-D

Answer the following.

[14X1=14]

17. Ms. Simron is an agent of Nepal Life Insurance Company (NLIC) from the Jalahalli Branch. She enjoys her profession. However, fellow agents and branch officials have noticed some of her habits, including her dress code. Last Saturday, Ms. Simron went to meet a high-profile person from the Social Sector, Mr. Deepak Sharma, with a prior appointment, wearing faded jeans, a floral top, and casual sandals. It was a usual Saturday, with all of Mr. Sharma's office staff in attendance. When Ms. Simron entered his cabin through the office staff, who were seated in the hall, they noticed her attire and were not impressed. Even though Ms. Simron had arrived with a prior appointment, his secretary was not convinced that she represented a Life Insurance Company. However, Ms. Simron was given an audience with Mr. Sharma, where she sat across the table and placed her bag on it. She greeted Mr. Sharma and sat only when she was told to do so. Ms. Simron began her conversation by exchanging pleasantries and then inquired with Mr. Sharma about his age, qualifications, family details, and annual income.

In the middle of the conversation, Ms. Simron answered a call on her cell phone, excusing herself. While Mr. Sharma was responding to her queries, she casually checked her mobile for WhatsApp and other messages. Mr. Sharma received an important call from his associate and had to leave for an urgent meeting. Therefore, he requested Ms. Simron to come again after an hour, at 4 p.m. After having light snacks at a neighboring restaurant, Ms. Simron began shopping for groceries and clothes. She completed all her regular duties before the weekend. As she was too busy shopping, she forgot about the appointment and went to see Mr. Sharma around 4:30 p.m. She found that Mr. Sharma had already left for the day. This left Ms. Simron feeling very frustrated and dejected.

Questions:

- a. How did Ms. Simron's attire and behavior impact her professional image during the meeting with Mr. Sharma?
- b. What communication and time management issues did Ms. Simron face during her meeting with Mr. Sharma?
