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# St. Claret College

Autonomous, Bengaluru

ROLL NO:

DATE:



PG END SEMESTER EXAMINATION-JANUARY/FEBRUARY 2026

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 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

**PART-A**

Answer EIGHT questions out of TEN. Each answer carries TWO marks.

[8x2 = 16]

1. Define Corporate Communication.
2. What is Meta Communication?
3. Mention any two advantages of corporate communication.
4. What is public speaking?
5. Define soft skills.
6. What is body language?
7. What is telephone etiquette?
8. What is a virtual meeting?
9. Define presentation skills.
10. What is cross-cultural communication?

**PART-B**

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

11. Explain the importance of corporate communication for managerial functions.
12. Discuss formal and informal communication in organizations.
13. Explain the characteristics of effective public speaking.
14. Describe meeting and boardroom etiquettes.
15. Explain principles of effective presentations.
16. Discuss the role of technology in corporate communication.

**PART-C**

**Answer any TWO questions out of THREE. Each answer carries TEN marks. [2X10=20]**

- 17. Corporate communication failures often lead to poor managerial decisions. Analyse how communication gaps affect decision-making in organizations and suggest suitable corrective measures with examples.
- 18. Effective public speaking is considered a strategic leadership tool. Critically analyse how public speaking skills influence leadership effectiveness, employee motivation, and organizational culture.
- 19. Soft skills and communication skills are inseparable in the corporate environment. Analyse the interrelationship between communication skills, body language, and emotional intelligence in achieving professional success.

**PART-D**

**Compulsory Skill Based Question/ Case Study**

**[14X1=14]**

**20. Case Study: Corporate Communication and Professional Etiquette**

Mr. Raghav Verma is a Senior Relationship Manager in a reputed financial services company in Bengaluru. He was assigned to pitch a customized investment plan to a multinational corporate client through a virtual meeting. This meeting was crucial, as the client was considering long-term collaboration.

Mr. Raghav joined the virtual meeting 10 minutes late due to another internal call. He did not test his audio or video beforehand, resulting in frequent technical disruptions. During the presentation, he frequently read from slides, avoided eye contact with the camera, and used informal language. Notifications from emails and messaging apps were visible on his screen. While the client was explaining their expectations, Mr. Raghav interrupted several times and responded without fully listening. Midway through the meeting, he answered a personal phone call without muting his microphone. The meeting ended abruptly due to time constraints, and Mr. Raghav did not summarize key points or clarify next steps. Later, the client emailed the company expressing dissatisfaction with the lack of professionalism, poor communication, and ineffective presentation skills demonstrated during the meeting.

**Questions**

- a) Analyse the communication and professional etiquette mistakes committed by Mr. Raghav during the virtual meeting. (7 marks)
- b) As a corporate communication expert, suggest appropriate communication strategies, presentation skills, and virtual meeting etiquette Mr. Raghav should adopt to improve future client interactions. (7 marks)

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