JP – 382

I Semester M.Com. Examination, July 2022
(CBCS Scheme) (2020-21 and Onwards)
COMMERCE
Paper – 1.7 : Soft Core : Corporate Communication Skills

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer **all** the questions as per **instructions**.*

SECTION – A

1. Answer **any seven** out of ten. **Each** question carries **two** marks.　　(7×2=14)

   a) What are telephone skills ?

   b) Mention at least three different types of gestures.

   c) Differentiate between hearing and listening.

   d) Give an example of meta communication.

   e) Clearly elucidate the meaning of the term – social etiquettes.

   f) Write short notes on 'Virtual meetings'.

   g) Why physical appearance is considered an important part of corporate communication ?

   h) What is public speaking ?

   i) What is a voice mail ?

   j) List two tools used in work from home communications.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.　　(4×5=20)

2. What are the points to remember to become a successful public speaker ?

3. Presentation is an art. What are the essentials key factors of an effective presentation ?

P.T.O.

4. What are the steps involved in organizing a business meeting ?

5. Communication gap leads to poor decisions in organisation. Suggest ways to overcome these.

6. Differentiate between formal and informal communication in business.

7. Write a short note on any two types of managerial speeches.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Discuss the emerging trends in virtual communication and its applicability in businesses.

9. Why is it important to understand the nuances of cultural differences between societies in the context of global business ? Illustrate your answer with examples of cross cultural communication.

10. Ability to communicate effectively is closely linked to the ability to perform effectively. Write briefly on the importance of communication in organizations.

11. What are the different audio-visual aids that can be used in business presentations ? Give their advantages.

SECTION – D

Answer the following :   **(1×12=12)**

12. Compare and contrast the significance of verbal and non-verbal communication. How are they complementary ?

————————