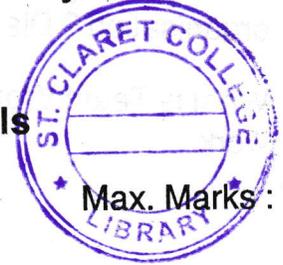




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I Semester M.Com. Examination, January/February 2018  
(CBCS Scheme)  
COMMERCE

Paper – 1.7 : SC : Communication Skills

Time : 3 Hours



SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks : (7×2=14)
- a) What do you mean by proxemics ?
  - b) List out any 4 reasons for communication Gap.
  - c) What is Voice Modulation ?
  - d) Define Negotiation.
  - e) What is Emotional Intelligence ?
  - f) What do you mean by Win-Win Negotiation Strategy ?
  - g) What is Cognition ?
  - h) What is empathic listening ?
  - i) Mention any 4 visual aids.
  - j) What is Creativity in Writing ?

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks : (4×5=20)
2. 'Verbal communication is more important than non-verbal communication' – Discuss.
  3. Good Managers have always listened to the opinions of their staffs and key sub-ordinates – Explain the importance of listening.
  4. Explain five 'W's and one 'H' of report writing.
  5. What is conflict ? Explain how various cultures influence in solving conflicts ?



6. How is communication skills interlinked with efficient functioning of an organisation ? Discuss.
7. What is Team Work ? Explain the characteristic features of successful Team work.

### SECTION - C

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

8. "Achieving the group goal is essential for any group discussion to be successful" – Enumerate this statement with the characteristics and procedure for conducting group discussion.
9. What is communication network ? Explain in detail the various communication networks of the organisation with appropriate examples.
10. What is inter-personnel communication ? Explain the importance and barriers of Inter-personal communication.
11. Explain the Anatomy of poor listening. Also explain the ways for improving listening skills.
12. a) Business letters provides a channel for communication between business houses. Briefly explain the objectives and functions of business letters.
- b) Write a tactful letter to a customer who has placed a large order with you for the first time but made no mention of payment.