



PJ – 526

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I Semester M.Com. Examination, January/February 2019

(CBCS)

COMMERCE

Paper – 1.7 : SC : Communication Skills

Time : 3 Hours

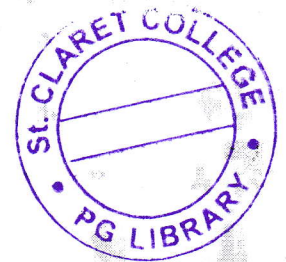
Max. Marks : 70

Instruction : Attempt all Sections.

SECTION – A

1. Answer any seven sub-questions. Each sub-question carries two marks. (7×2=14)

- Define communication.
- What is a business report ?
- Mention any four media for written communication.
- Name any four visual aids used for communication.
- What is forming in a team development ?
- What is a communication gap ?
- Give two benefits of empathic listening.
- Mention the contents of a good resume.
- What is body language ?
- What is gesture ?



SECTION – B

Answer any four questions. Each question carries 5 marks.

(4×5=20)

- Briefly explain objectives of business communication.
- Explain the importance of creativity in communication.
- Write a "Resume" to apply for an accountant position.
- Explain the features of a good team work.
- What are the causes for poor listening ?
- Draft an office circular to staff informing to attend a computer training program.

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SECTION - C

Answer any three of the following. Each question carries twelve marks. (3×12=36)

8. Explain the process and importance of communication.
 9. What are barriers in communication ? Explain various types of barriers in communication.
 10. Write a short note on :
 - a) E-Mail messages
 - b) Body language
 - c) Public speaking.
 11. What are negotiation styles ? Explain the strategies and tactics of negotiating.
 12. What are the different types of listening ? Explain the benefits of listening.
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