



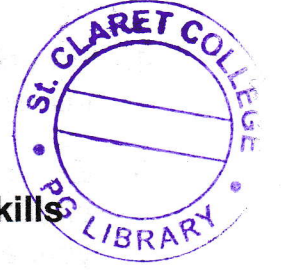
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I Semester M.Com. Degree Examination, May 2024
(CBCS Scheme) (2020 – 21 and Onwards)

COMMERCE

Paper – 1.7 : Soft Core – Corporate Communication Skills



Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. a) What do you mean by the concept of a Meta Communications System ?
- b) Define the term “trouble shooters”.
- c) Differentiate between active and passive listening.
- d) What do you mean by non-verbal communication ?
- e) List out a few strategies for time management in a presentation.
- f) What are soft skills ? Give examples.
- g) What is the purpose of a speech of introduction in a public speech ?
- h) Differentiate between the dynamics of group presentations and individual presentations.
- i) List the etiquettes and mechanisms applicable to virtual meetings.
- j) Define the term cross-cultural communication.

SECTION – B

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

2. How do communication skills and soft skills complement each other in professional settings ? Provide examples to illustrate their interrelation.
3. Differentiate between formal and informal communication channels within organizations and highlight their implications.

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4. How can executives and managers leverage public speaking to enhance their influence, credibility and effectiveness in driving organizational objectives ?
5. Explain the importance of effective corporate communication in fostering employee engagement and organizational culture. Provide examples to support your arguments.
6. Explain the importance of body language in enhancing the effectiveness of personal communication.
7. Write a note on corporate liaisoning and E-Training.

SECTION – C

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

8. How can organizations leverage technological advancements to enhance both internal and external communication strategies, utilizing digital tools and platforms effectively ?
9. How can multinational companies overcome communication challenges between people from different cultures to create a more inclusive and cohesive team environment ?
10. Discuss various strategies for maintaining audience engagement and interest throughout a public speech.
11. Evaluate the role of public speaking in developing leadership skills with suitable illustration.

SECTION – D

Compulsory Skills based question on subject.

(1×12=12)

12. OptiTech Solutions, a leading technology firm, is preparing for its annual conference where it will showcase its latest product developments to stakeholders, including investors, clients and employees. You, as a member of the marketing team, have been tasked with creating a comprehensive presentation that highlights the company's achievements over the past year, outlines future directions and introduces new products.



The audience is diverse, encompassing technical experts, non-technical stakeholders and potential investors with varying levels of attention and interest. Previous presentations have received feedback pointing to issues such as overly technical language, cluttered slides and a lack of engaging visuals which led to reduced audience engagement. Additionally, the last conference ran over time due to presentations exceeding their allocated slots.

Questions :

- i) How will you strategize the planning phase to ensure the training sessions align with the organization's goals and the participants' needs ?
 - ii) Describe the key principles you would incorporate into the structure and delivery of the presentations to enhance engagement and learning outcomes.
 - iii) Discuss the principles governing the effective use of audio-visual media in presentations and how you would integrate them into the training sessions to maximize impact.
 - iv) Outline strategies for managing time effectively during the training sessions to cover essential content without overwhelming participants.
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