



PJ – 526

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)

- a) Define communication.
- b) What is a business report ?
- c) Mention any four media for written communication.
- d) Name any four visual aids used for communication.
- e) What is forming in a team development ?
- f) What is a communication gap ?
- g) Give two benefits of empathic listening.
- h) Mention the contents of a good resume.
- i) What is body language ?
- j) What is gesture ?

SECTION – B

Answer **any four** questions. **Each** question carries **5** marks.

(4×5=20)

2. Briefly explain objectives of business communication.
3. Explain the importance of creativity in communication.
4. Write a "Resume" to apply for an accountant position.
5. Explain the features of a good team work.
6. What are the causes for poor listening ?
7. 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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