

No. of Printed Pages : 2



PJ-505

100391

I Semester M.Com. Examination, February - 2020
(CBCS Scheme)
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. **7x2=14**
- (a) Give the meaning of oral communication and written communication.
 - (b) Define communication.
 - (c) List out the barriers of oral communication.
 - (d) What is group discussion ?
 - (e) What are five W's of report writing ?
 - (f) What is one H of report writing ?
 - (g) Give the meaning of empathic listening.
 - (h) State the importance of listening skills.
 - (i) What is team work ?
 - (j) State the sources of conflicts.

SECTION - B

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

4x5=20

- 2. Explain the forms of communication.
- 3. Discuss the importance of body language in an effective communication.
- 4. Explain the importance of visual aids in written communication.
- 5. Bring out the features of a good listener.
- 6. What are the features of a successful team ?
- 7. Explain the types of conflicts in interpersonal communication skills.

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**SECTION - C**

Answer **any three** questions. Each question carries **twelve** marks. **3x12=36**

8. Briefly explain the communication network of an organization.
9. Describe the role of Social Media in Communication.
10. (a) Explain the stages of report writing.
(b) Draft a resume for the post of a Senior Accounts Officer at an MNC, with all necessary and relevant professional and personal details.
11. Explain in detail the types of listening skills. Also explain how we develop listening skills ?
12. Explain the strategies of negotiation. What is the role of ethics in negotiation ?

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