11207

I Semester M.Com. Examination, April/May 2024
(CBCS)
COMMERCE
Paper – 1.7 : SC : Communication Skills

Time : 3 Hours Max. Marks : 70

***Instruction** : Answer **all** the questions as per instructions.*

SECTION – A

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

1. a) Define emotional intelligence.
   b) What do you mean by cross-cultural communication ?
   c) What is Grapevine Communication ?
   d) State any four barriers of communication.
   e) What is cognition ?
   f) Define Gestures.
   g) Give the meaning of Empathic Listening.
   h) What is conflict ?
   i) Define negotiation.
   j) What does Paralanguage mean ?

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SECTION – B

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

2. Briefly explain the importance of creativity in written communication.

3. Mention the pros and cons of technology in business communication.

4. "A crucial component of successful communication is listening." Justify.

P.T.O.

5. Briefly explain the role of an efficient team leader.
6. Give a brief explanation of negotiation strategies and tactics.
7. Briefly explain the importance of Group Discussion in Selection Process.

SECTION – C

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

8. Explain the importance and process of communication in business.
9. Create a resume that highlight your objective and strengths while applying for a teaching profession.
10. What are the causes of nervousness ? Briefly explain the strategies to overcome nervousness.
11. Explain the situations where oral communication is used with suitable example.
12. The modern work place has changed to the point where business executives in multinational corporations must possess excellent communication skills. Discuss.

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