

C 4799

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

MC 2C 08—BUSINESS COMMUNICATION

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What do you mean by Lateral communication ?
2. State the concept Grapevine communication.
3. Define Proxemics.
4. What is Self-concept ?
5. Define Transactional analysis.
6. What do you mean by Yoga ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Differentiate between Verbal and Non-verbal communication.
8. What is the pre requisition of a good Quotation letter ?
9. What do you mean by Listening ? What are the Benefits of listening ?
10. Describe determinants of Personality.
11. What are the tips for effective Presentation ?
12. Explain the process of Communication.
13. How body languages can apply in Communication ?
14. What do you mean by mock Interviews ? What are the benefits of mock Interviews ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any **two** questions.
Each question carries 6 weightage.

15. What are the Barriers to communication ? How these barriers can overcome ?
16. Describe the elements of a Business Report.
17. What are the various types of Personality ? Explain in detail.

(2 × 6 = 12 weightage)