

D 43728

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

Commerce

MC 2C 8—BUSINESS COMMUNICATIONS

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define Gestural Communication.
2. What do you mean by semantic barriers to communication ?
3. Define Perception.
4. State the concept of Personality trait.
5. What is Group discussion ?
6. Describe the term Telecommunication.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What are the advantages and disadvantages of Formal communication ?
8. What are the characteristics of a good business letter ?
9. What do you mean by public speech ? How to deliver effective public speech ?
10. How SWOT analysis is helpful for personality development ?
11. Distinguish between Upward and Downward communication.
12. Explain the stages in listening.
13. Distinguish between Speech and Presentation.
14. What is the role of feedback in communication process ?

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. What is the need and importance of business games in communication ?
16. What do you mean by interview ? What are the various kinds of interviews ?
17. Define Report. Classify business reports.

(2 × 6 = 12 weightage)