First Semester M.Com. (IB) Examination, February 2019  
(CBCS Scheme)  
INTERNATIONAL BUSINESS  
Soft Core – Communication Skills

Time : 3 Hours  
Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer any seven of the following sub-questions. Each sub-question carries 2 marks.  
(7x2=14)
1. a) What is audience research ?
   b) Which type of communication have you seen in your class ? How ?
   c) What are the fundamentals of communication ?
   d) State the stages of writing report.
   e) List out the characteristics of successful teams.
   f) Differentiate between listening and understanding.
   g) Which are the contents to be included in resume ?
   h) What are visual aids ?
   i) What is emotional intelligence ?
   j) What is grape wine communication ? Give examples.

SECTION – B

Answer any four questions. Each question carries five marks.  
(4x5=20)
2. Write a note on different Medias of communication.
3. Write a commercial letter for getting information of FMCG products for your retail business unit.
4. What are the qualities you should inculcate to be a good listener ?

P.T.O.
5. Explain the types and sources of conflicts.

6. How team work is challenging?

7. In practical how the concepts of communication skills are applicable in your personal life?

SECTION - C

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

8. What is the process of communication you follow in the organisation as a manager? Explain.

9. Explain the barriers of communication and how to come out from the communication barriers.

10. Explain the qualities of writing an effective report in the communication process.

11. How a student should develop communication skill to enter into an organisational environment?

12. Elaborate the concept – ‘Negotiating’.
1 Semester M.Com. (IB)/MIB Examination, Jan./Feb. 2018
(CBCS)
Paper – 1.7-SC : COMMUNICATION SKILLS

Time : 3 Hours
Max. Marks : 70

SECTION – A

Answer any seven sub-questions. Each sub-question carries two marks. (7x2=14)

1. a) Define written communication.
b) State the importance of eye-contact in communication.
c) What is creativity ?
d) What do you mean by audience research ?
e) State the importance of skype in communication.
f) List the traits of a good speaker.
g) What is active listening ?
h) Differentiate between listening and understanding.
i) What is win-lose strategy ?
j) What is ethics ?

SECTION – B

Answer any four questions. Each question carries 5 marks. (4x5=20)

2. Distinguish between written and oral communication.

3. Discuss the significance of communication in public speaking.

4. Explain the essentials for effective power presentations.

5. “Use of pictures and diagrams are essential in effective reports”. Explain.

6. Compare and contrast between listening and judgement.

7. What are the challenges in team working?
SECTION - C

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

8. Explain the process of business communication.

9. Discuss the importance of various types of nonverbal communication.

10. Explain the various stages involved in writing an effective report.

11. Critically examine the various types of listening in communication.

12. What are the advantages and disadvantages of utilizing the team work? Explain.
I Semester M.Com. (I.B)/M.I.B. Examination, January 2017
(CBCS)
Paper – 1.7 : Soft Core : COMMUNICATION SKILLS

Time : 3 Hours
Max. Marks : 70

SECTION – A

1. Answer any seven questions out of ten. Each question carries two marks. (7×2=14)
   a) What is oral communication?
   b) Distinguish between vertical and horizontal communication.
   c) State the importance of public speaking.
   d) What do you mean by voice modulation?
   e) What is emotional intelligence?
   f) What are the features of a good listener?
   g) Distinguish between active and emphatic listening.
   h) What is team roles?
   i) Define win-win negotiation strategy.
   j) State the need of ethics in communication.

SECTION – B

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

2. “Communication is necessary for the success of an organisation”. Discuss.
3. Why eye contact is necessary in presentation of information?
4. What is resume? Why it is so important in communication?
5. What are the types of listening? Explain in brief.
6. Explain the characteristics of successful teams.
7. Discuss the sources of conflict in communication.
SECTION – C

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

8. Explain the stages of communication in business.

9. What are the barriers and gateways in oral communication? Elucidate.

10. Discuss the need of using pictures and diagrams in report writing.

11. What are the anatomy of poor listening? Why proper listening is so important in decision making?

12. What are the conditions of negotiating? Explain the negotiating tactics.