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. (7x2=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. (4x5=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.

P.T.O.
SECTION – C

Answer any three questions out of five. Each question carries twelve marks. (3x12=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.