

**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)