

Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2019

(CUCSS)

MC 2C 8—BUSINESS COMMUNICATIONS

(2015 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is communication skill ?
2. What is gestural communication ?
3. What do you mean by ethics of communication ?
4. Define appraisal interview.
5. What is mean by a report ?
6. Explain Self-Perception.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What is video conferencing ?
8. Explain the essentials of a good report.
9. What do you mean by wheel pattern of communication ?
10. What is diagonal communication ?
11. Explain the techniques of mastering communication skill.
12. What is meant by Group Discussion ? Explain with example.
13. What are interactive skills in presentation ?
14. Explain Mass Communication with examples.

(6 × 3 = 18 weightage)

Part C

Answer any two questions.

Each question carries 6 weightage.

15. How physical exercises help for personality development ? Explain with example.
16. What are business letters ? Explain the importance of business letters.
17. What is mean by effective listening ? Explain its principles of effective listening.

(2 × 6 = 12 weightage)