



**JP – 275**

**I Semester M.Com. Degree Examination, June 2023  
(CBCS Scheme)  
(2020 – 21 and Onwards)  
COMMERCE  
Paper – 1.7 : SC : Corporate 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 Corporate Communication ?
  - b) Define Cultural Sensitivity.
  - c) State two emerging trends in virtual communication.
  - d) Define corporate liaisoning.
  - e) State two qualities required for public speaking.
  - f) State two dynamics for group presentation.
  - g) What is feedback loop in communication ?
  - h) Define communication Gap.
  - i) What is cultural sensitivity ?
  - j) State two qualities for telephone etiquette.

**SECTION – B**

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- 2. What is Grapevine communication ? Briefly explain the importance of informal communication in organization.
  - 3. Explain the principles of effective presentations.

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4. How time management will be used effectively and efficiently while presenting through virtual mode ?
5. What is non-verbal communication ? Explain the benefits of non-verbal communication.
6. What is Conference ? How it is planned and conducted ? Explain.
7. Explain the different types of gestures with suitable examples.

#### SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Listening is the corner stone of effective communication. Elucidate with suitable examples.
9. How communication skills and soft skills are inter-related for corporate employees ? Explain with an illustration.
10. What are cross-cultural communication issues in the workplace ? Explain with suitable examples.
11. Explain the different types of technology used for virtual communication in corporate sector.

#### SECTION – D

Answer the following (**Compulsory**).

(1×12=12)

12. Case study.

The UNC Business Essentials program (an online business communications skills) has been more than beneficial in my everyday life, and its impact played an especially important role in my search for an internship geared toward my future profession. As I searched for different positions within my field of study, one thing stood out to me : The skills I learned from the UBE program thoroughly assisted me in my internship search and even made the process much easier. Several sections in the UBE program, like the business communication section, provided me with the business skills necessary to contact, email and communicate with employers in a professional tone. Before obtaining these skills, I was less confident in the way I reached out and spoke



to employers about internships. Now, I feel that I have the same amount of business communication skills that students majoring in business also have. These skills not only put me at an advantage, but also thoroughly impressed employers and helped me to be considered for several internships' positions. Applying for internships and jobs in the future is no longer an added stress because I know how to properly fill out applications, create cover letters and communicate with employers in a professional manner. One added benefit of the UBE program is that I can include my online business certificate on my resume. Many employers have asked me about the UNC Business Essentials certificate in interviews and thought the UBE program is a great distinction to have.

Answer the following questions.

- 1) What are the advantages of online business communication skills ?  
Explain.
  - 2) Give an overview of the case.
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