



I Semester M.Com. Examination, March/April 2020

(CBCS) (2020 – 21 & Onwards)

COMMERCE

Paper – 1.7 : Corporate Communication Skills (Soft Core)

Time : 3 Hours

Max. Marks : 70

### SECTION – A

Answer any seven questions out of ten. Each question carries two marks. (7x2=14)

1. a) Differentiate between active and passive listening.
- b) Define the term cross-cultural communication.
- c) Define Corporate liaisoning.
- d) What techniques are used to engage audience in public speaking ?
- e) What is voice mail ?
- f) Define Communication Gap.
- g) What is Conflict Resolution ?
- h) What is team work ?
- i) State two qualities for telephone etiquette.
- j) List out the barriers of oral communication.

### SECTION – B

Answer any four questions out of six. Each question carries five marks. (4x5=20)

2. Distinguish between formal and informal communication.
3. Explain the principles of effective presentations.
4. Explain the importance of effective corporate communication in fostering employee engagement and organizational culture.
5. How is communication skill interlinked with efficient functioning of an organization ? Discuss.



6. What is Grapevine communication ? Write the importance of informal communication in business organization.
7. Explain the different types of gestures with suitable examples.

### SECTION – C

Answer any two questions out of four. Each question carries twelve marks.  $(2 \times 12 = 24)$

8. Explain in detail the various principles of effective communication.
9. Explain the different types of technology used for virtual communication in corporate sector.
10. Explain the strategies for maintaining audience engagement and interest throughout a public speech.
11. What are the different audio-visual aids that can be used in business presentations ? Give their advantages.

### SECTION – D

Answer the following question.  $(1 \times 12 = 12)$

12. Write a note on “Public speaking for better navigation by managers in an organisation Hierarchy”.