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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JULY 2016

(CUCSS- PG)

CC 15P MC2 C08 - BUSINESS COMMUNICATIONS

(2015 Admission)

Time: Three Hours

Maximum: 36 Weightage

**Part A**

*(Answer all questions. Each question carries 1 weightage)*

What is 'encoding'?

What is downward communication?

What is AIDA Strategy?

What is 'PROXEMICS'?

Name any two personality traits?

Define Transactional Analysis?

**(6 × 1 = 6 weightage)**

**Part B**

*(Answer any six questions. Each question carries 3 weightage)*

What is information? Explain any two types?

How we can change 'psychological Barriers' in communication?

How to write a good Business letter?

What are the important factors included while preparing a C.V?

Explain different types of reports?

Write the difference in between non-verbal and verbal communication?

Write a short note on 'Kinesics'?

Give the tips for effective listening?

**(6 × 3 = 18 weightage)**

**Part C**

*(Answer any two questions. Each question carries 6 weightage)*

Explain SWOT Analysis. What is its importance?

Personality development is good. Explain types of Personality? How we can analyse?

'Electronic Communication is a good media of communication'. Explain.

**(2 × 6 = 12 weightage)**

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