

16P243

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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY-2017**

(Regular/Supplementary/Improvement)

(CUCSS - PG)

**CC 15P MC2 C08 - BUSINESS COMMUNICATIONS**

(2015 Admission Onwards)

Time: Three Hours

Maximum: 36 Weightage

**Part A**

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

1. What is 'decoding'?
2. What is a 'grapevine'?
3. What is 'post scripts' in a letter?
4. What is 'HAPTICS'?
5. What is mock interview?
6. What is 'crossed transaction'?

**(6 × 1 = 6 weightage)**

**Part B**

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

7. Explain types of formal communications.
8. Explain the features of electronic communication.
9. Give an example of letters inviting quotations.
10. Explain the structure of a good report.
11. What are the important factors included while preparing a C.V?
12. What are the functions of nonverbal communication?
13. Write a short note on 'Eye Gaze'.
14. Explain the purposes of listening.

**(6 × 3 = 18 weightage)**

**Part C**

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

15. What do you mean by self-development? How self-development contributes to effective communication?
16. Define Transactional Analysis. Explain the principles of T.A, and Benefits.
17. Explain the meaning and importance of communication.

**(2 × 6 = 12 weightage)**

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