

**17P250**

(Pages: 1)

Name:.....

Reg. No.....

**SECOND SEMESTER M.Com DEGREE EXAMINATION, MAY 2018**

(Regular/Supplementary/Improvement)

(CUCSS - PG)

**CC15P MC2 C08 - BUSINESS COMMUNICATION**

(2015 Admission Onwards)

Time: Three Hours

Maximum Weightage: 36

**Part A**

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

1. What is 'Post Script'?
2. What is aural communication?
3. What is Kinesics?
4. What is Para language?
5. What is Transactional Analysis?
6. State the objectives of Mock Interviews.

**(6 × 1 = 6 Weightage)**

**Part B**

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

7. Explain principles of effective communication.
8. What are semantic barriers? How can we overcome such barriers in communication?
9. Distinguish between Resume and CV.
10. What are testimonials? Explain with an example.
11. What are the strategies of effective listening?
12. What is Power of Attorney? Draft a specific power of attorney.
13. What are the limitations of gestural communication?
14. Discuss the significance of Grapevine.

**(6 × 3 = 18 Weightage)**

**Part C**

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

15. What are the various types of non-verbal communication? Explain merits and demerits of each.
16. Discuss the meaning of personality development. What are the factors affecting personality of an individual? Also explain various personality types.
17. Write an essay on core Transactional Analysis models and concepts with special emphasis on life positions and ego states.

**(2 × 6 = 12 Weightage)**

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