

**18P253**

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Name:.....

Reg. No:.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2019**

(Regular/Improvement/Supplementary)

(CUCSS - PG)

**CC15P MC2 C08 - BUSINESS COMMUNICATIONS**

(Commerce)

(2015 Admission onwards)

Time: Three Hours

Maximum: 36 Weightage

**PART A**

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

1. What is Grapevine communication?
2. What is "KINESICS"?
3. Define self-perception.
4. What is SWOT Analysis?
5. What is a circular?
6. What is meant by Mock Interview?

**(6 x 1 = 6 Weightage)**

**PART B**

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

7. Describe the process of communication.
8. What are the main parts of a business letter?
9. What are the essential contents of a CV?
10. Explain how self-development improves communication.
11. Briefly explain the determinants of personality.
12. Explain the barriers to effective listening.
13. Write a letter of inquiry to a wholesale merchant asking for their pricelist, catalogue and other information.
14. Write short note on Transaction Analysis.

**(6 x 3 = 18 Weightage)**

**PART C**

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

15. What are the barriers to communication?
16. Explain the structure of a report.
17. Explain the role of yoga and meditation for personality development.

**(2 x 6 = 12 Weightage)**

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