

**C 4799**

**(Pages : 2)**

**Name**

**Reg. No. ....**

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2016**

**(CUCSS)**

**MC 2C 08—BUSINESS COMMUNICATION**

**(2015 Admissions)**

Time : Three Hours

Maximum : 36 Weightage

**Part A**

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

1. What do you mean by Lateral communication ?
2. State the concept Grapevine communication.
3. Define **Proxemics**.
4. What is Self-concept ?
5. Define Transactional analysis.
6. What do you mean by Yoga ?

(6 x 1 = 6 weightage)

**Part B**

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

7. Differentiate between Verbal and Non-verbal communication.
8. What is the pre requisition of a good Quotation letter ?
9. What do **you** mean by Listening ? What are the Benefits of listening ?
10. Describe determinants of Personality.
11. What are the tips for effective Presentation ?
12. Explain the process of Communication.
13. How body languages can apply in Communication ?
14. What do you mean by mock Interviews ? What are the benefits of mock Interviews ?

(6 x 3 = 18 weightage)

**Turn over**

**Part C**

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

15. What are the Barriers to communication ? How these barriers can overcome ?
16. Describe the elements of a Business Report.
17. What are the various types of Personality ? Explain in detail.

(2 x 6 = 12 weightage)