

C 42878

Name.....

Reg. No.....

FIRST SEMESTER M.Com. DEGREE EXAMINATION, MAY 2013

Paper 1.5—COMMUNICATION SKILLS

(2004 admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 2 marks.*

1. What is Visual Communication ?
2. Write a note on circular.
3. What precautions need to be taken while preparing a report ?
4. What is para language ?
5. What is an impromptu speech ?

Part B

*Answer any four questions.
Each question carries 10 marks.*

6. What are the physical barriers to communication ? Explain.
7. Distinguish between Report by individuals and Report by committees.
8. Draft a letter to Ram & Co., Kannur requesting them to send the latest price catalogue.
9. Prepare an acceptance letter for having been appointed as Marketing Executive of the Malu group of companies for the salary of Rs. 18,000 per month plus actuals paid.
10. Explain how games and exercises can be used in business communication.
11. Explain the role played by Yoga and meditation for personality development.

(5 × 2 = 10 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

12. Prepare a resume to be sent to a consultancy with a covering letter for getting a suitable marketing placement.
13. How will you write a complaint letter for the ceiling fans which are supplied is found to be defective to ABC fans private limited, 12 North Street, commercial areas, Cochin - 12 ?
14. You have successfully completed a market survey in connection with the launching of a new consumer product. Draft a short report for submission to the General Manager Marketing.

(4 × 10 = 40 marks)

(2 × 15 = 30 marks)