

Reg. No.

--	--	--	--	--	--	--	--	--	--



CIE 501

**III Semester M.Com. (IBM) Degree Examination, December 2018
(Choice Based Credit System) (CBCS)
COMMERCE
Managerial Communication (Open Elective)**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer **any four** questions out of seven, **each** question carries **10** marks, answer to **each** question should **not** exceed **4** pages. **(10×4=40)**

1. Explain the classification and structure of communication.
2. Write a note on group discussions.
3. Analyse the modes of oral communication.
4. Elucidate the skills required for negotiation.
5. Discuss the role of communication networks and internet in communication.
6. Reflection and empathy are the two sides of effective oral communication. How ?
7. Explain the difficulties faced in case method.

SECTION – B

Answer **any two** questions out of three questions, **each** question carries **15** marks, answer to **each** question should **not** exceed **7** pages. **(15×2=30)**

8. Describe the characteristics and barriers of successful communication.
 9. Analyse the different types of cases and case analysis approaches.
 10. Examine the steps involved in designing and delivering business presentation.
-