

S.No. 1224

P 16 MCE 2 B

(For candidates admitted from 2016–2017 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Commerce — Elective

ADVANCED MANAGERIAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Why do we communicate?
2. What is managerial communication?
3. What is semantic barrier?
4. What is meant by cycle pattern of communication?
5. Define 'Non-Verbal Communication'.
6. What is audio signs?
7. Write down the need of a business letter.
8. What is the importance of the date in a business letter?

9. What is group communication?

10. State the meaning of memo.

SECTION B — ($5 \times 5 = 25$)

Answer ALL questions, choosing either (a) or (b).

11. (a) Narrate the elements of communication process.

Or

(b) What are the characteristics of interpersonal communication?

12. (a) What are the guidelines to overcome barriers in communication?

Or

(b) Explain the term 'Y' pattern of communication.

13. (a) Describe the salient features of kinesics.

Or

(b) Indicate the barriers to effective listening.

14. (a) State the functions of a business letter.

Or

(b) Point out the common errors involved in writing a business letter.

15. (a) What are the benefits of team briefing?

Or

(b) Bring out the purposes of circular.

SECTION C — ($3 \times 10 = 30$)

Answer any THREE questions.

16. Explain the merits and demerits of oral communication in business.

17. Discuss the essentials for effective communication.

18. How to become an active listener? Explain.

19. Enumerate the kinds of a business letter.

20. List out the various hints on the writing of minutes.