

2316

150

Class – B.Com (Prof) Sem IVth
Subject – Workshop on Personality
Development and Business
Communication

Time Allowed : 3 Hours

Maximum Marks : 40

SECTION-A

Attempt any 8 out of 10. Each question carries one mark and answer to each question should not exceed 5 lines in length. (1 × 8 = 8)

1. What is Effective communication?
2. What is meant by Interpersonal communication?
3. What are physical barriers of communication?
4. List the medias of External Corporate communication.
5. What do you mean by term 'Group think'?
6. What are various stages of Group formation?
7. What are the cost and benefit associated with formation of team?
8. What is meant by 'bad leadership'?
9. What are the indicators of engagement of employees?
10. What is the role of body language in speech?

SECTION-B

Attempt any 2 out of 3. Each question carries 8 marks and answer to each question should not exceed 5 pages in length. (2 × 8 = 16 marks)

1. What are Communication barriers? Explain these in brief. How can you overcome these barriers ?
2. What is ethical communication? How to ensure ethical communication in the organisation?

"In business communication, courtsey and clarity are as important as conciseness and completeness."
Discuss.

SECTION-C

Attempt any 2 out of 3. Each question carries 8 marks and answer to each question should not exceed 5 pages in length. (2 × 8 = 16)

1. What is Group decision making? What are the advantages and disadvantages of Group decision making? Discuss any technique of Group decision making.
2. Discuss the various styles of leadership . What is the effect of different leadership styles on decision making?
3. Discuss the process of developing strategies in team. Also discuss the process of team writing.
