



I Semester M.Com. Examination, August/September 2021  
(CBCS Scheme)

(2020-21 and Onwards)

COMMERCE

Paper – 1.7 : Soft Core : Corporate Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks : **(7×2=14)**

1. a) What is Oral Communication ?
- b) What do you mean by Cognition ?
- c) Define stereotyping.
- d) Mention the different dimensions of network communication in organisation.
- e) What is feedback loop in communication ?
- f) What is cross-cultural communication ?
- g) Mention any 4 visual aids.
- h) What is Conflict Resolution ?
- i) What do you mean by Win-Win Negotiation Strategy ?
- j) Define non verbal communication with example.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks : **(4×5=20)**

2. Good managers have always listened to the opinions of their staffs and key sub-ordinates. Explain the importance of listening.
3. 'Organising content and preparing an outline plays a vital role in presentation'. Explain.
4. What is a team ? Briefly explain the role of efficient team and the challenges involved in team work.



5. How is communication skill interlinked with efficient functioning of an organization ? Discuss.
6. What is Grapevine ? Explain briefly the importance of informal communication in an business organization.
7. A majority of the books that you had ordered for your institution have been received in a damaged condition. Draft a suitable complaint letter to your supplier.

### SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks : **(2×12=24)**

8. What is communication network ? Explain in detail the various communication networks of the organization with appropriate example.
9. Write a note on :
  - a) Brain storming technique of creativity.
  - b) Emerging trends in virtual communication.
10. “Achieving the group goal is essential for any group discussion to be successful” – Enumerate this statement with the characteristics and procedure for conducting group discussion.
11. Write a note on “Public speaking for better navigation by managers in an organization Hierarchy.

### SECTION – D

Answer the following question :

**(1×12=12)**

#### Case study –1

12. John is a 27-year old who is a food service manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.



John is Safe Serve® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of John in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day John comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. John is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. He has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words : KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

**Questions :**

- 1) What are the communication challenges and barriers John is facing ? Suggest solutions.
- 2) What are some ways John could use effective communication as a motivator for employees to follow safe food handling practices ?