

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA
(For the academic session 2019-20)**

M.Com.-2nd Semester

Subject: Communication Skills (Open Elective Paper)

MBA-OE-02

Assignment-1

Note: Attempt any five questions in all selecting one question from one unit .First question is compulsory. All questions carry equal marks. Max. Marks:15

Q -1. Write short notes on the following:

- (a) Office Order.
- (b) Business Proposal.
- (c) Para Language.
- (d) Notice.
- (e) Ethnocentrism and Stereotypes.
- (f) Win-Win Orientation.

Unit - I

Q-2. Write a detailed note on ethics in Business Communication.

Or

What are the 7 C's of communication? Discuss the guidelines for effective communication.

Unit - II

Q-3. Compare and contrast verbal and non-verbal communication. What are different dimensions of non-verbal communication?

Or

How is para-language important in oral business communication? Discuss the concepts of kinesics and proxemics and their roles in making interactive communication effective.

Unit - III

Q-4. Describe ways for developing effective writing skills. Discuss the importance of analyzing the situation and the audience before a written business communication.

Or

Define Listening. How does it differ from hearing? Explain the need and importance of listening in communication. Discuss the various types of barriers to effective listening.

Unit – IV

Q-5. What do you mean by external communication? Discuss the various parts and features of a business letter.

Or

What is Agenda? What is the importance of meeting preparations and making minutes of the meeting?

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Assignment-2

Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15

Q -1. Write short note on the following:

- (a) Grapevine Communication.
- (b) Gatekeeper Audience.
- (c) Facial Expressions.
- (d) Audience Analysis.
- (e) Memo.
- (f) Circular.

Unit - I

Q - 2. Explain the different barriers in Business Communication. How can one overcome these barriers?

Or

Define communication. Explain the steps in the process of communication. Also discuss its need and significance in business firms.

Unit - II

Q-3. Define Informal Communication. How does it differ from Formal Communication? Discuss the ways to make informal communication effective in a business organization.

Or

Define Cross Cultural Communication. What are the sources of miscommunication in cross cultural exchange?

Unit -III

Q-4. What do you mean by presentation? Discuss the tips for successful planning and delivery of presentation.

Or

What is the process of a business negotiation? State its importance and explain how the business negotiation is carried out.

Unit - IV

Q -5. What is Memorandum? How does it differ from a letter?

Or

What is a report? What are the essentials for writing a good report? Elaborate the importance and types of business reports. Write down the steps to be followed in writing a business report.