

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017		2017-18
Year and Program 2017-18 B.Com	School of Commerce	Department: Commerce	
Course Code CBC106	Course Title: Professional Communication Skills	Semester – Even (II)	
Day and Date 26 May 18	End Semester Examination	Time: 3 hrs, Max Marks:100	

Instructions: 1) All Questions are compulsory.
10:30 AM to 1:30 PM 2) All Questions carry equal marks.
3) Figure to the right indicate full marks.

- | | | Marks | COs |
|-----|--|-------|---------------------|
| Q.1 | Answer the following Questions whether True or False. Any 5 out of 6 | | |
| a) | 1. Verbal communication refers to the use of symbols in the form of spoken words to transmit messages.
2. Intrapersonal communication is also known as self-talk or thinking.
3. In wheel network communication, all subordinates receive commands from one superior.
4. The website Twitter allows you to broadcast very short messages called “tweets” to people who have rejected to follow your posts.
5. Many companies, from sole proprietorships to large corporations, have established their own blogs as a primary communication channel to the public.
6. Self-improvement is strongly linked with individual success. | 10 | CO106.1 |
| b) | Answer the short questions. Any 5 out of 6
1. Interpretive communication
2. Presentational communication
3. Wheel Network
4. Podcast
5. Email
6. Blog | 10 | CO106.2,
CO106.3 |

Q.2 Solve/answer Any 2 out of 3

- | | | | |
|----|---|----|---------|
| a) | Explain the Communication needs of business organization. | 10 | CO106.1 |
|----|---|----|---------|

- b) What are the different modes of communication? 10
- c) What are the different types of networks of communication? 10

Q.3 Solve/answer Any 2 out of 3

- a) What are the Do's and Don'ts of Intercultural communication? 10 CO106.2
- b) Explain the Process of effective listening. 10
- c) Discuss the components of Interpersonal and Intrapersonal communication 10

Q.4 Solve/answer Any 2 out of 3

- a) Explain the meaning and types of Teleconferencing. 10 CO106.3
- b) What is social media? Explain with examples. 10
- c) Discuss the guidelines for writing an Email. 10

Q.5 Solve/answer the following

- a) Explain the meaning and importance of Self Development. 10 CO106.4
- b) Discuss the process of Self Development in detail. 10
