

2202M027

MASTER OF VOCATION
Management (Banking and Finance)
Subject: Communication Skills
Subject Code: ENG801
Semester: First
February 2022
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. What is the purpose of communication?
- B. What do you understand by “bag of words”?
- C. Discuss the role played by mother tongue influence in communication.
- D. Write a short note on strategies of assertive behaviour.
- E. Write a short note on the role played by “smile” in non-verbal communication.
- F. What is the significance of voice modulation in communication?
- G. What is the significance of business dining in the process of business communication?
- H. Why memos are written?
- I. Name major types of letters.
- J. How one should prepare for interview?

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

1. Discuss various aspects of oral communication.
2. Discuss different types of listening skills along with essentials of good listening skill.

3. What are prerequisites of effective presentation?
4. Discuss different indicators of assertive behaviour.
5. Write a detailed note on business etiquettes.
6. Write a note on the significance of customer care in business communication.
7. Discuss the procedure to write agenda and minutes with example.
8. Discuss the procedure of editing and posting profile on social media.

==END OF PAPER==