

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
SECOND SEMESTER

Sub: Effective Communication & Personality Development (MCAE-212)

Date: 17/12/2024

Total marks: 60

Time: 10.00am to 12.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Answer the following questions(Attempt any two) (32)

1. State the barriers to effective communication.
2. Describe the visual and audio signs in non-verbal communication.
3. Write the importance of organizational communication.
4. Explain internal and external communication.

Q.2 Answer the following(Attempt any two) (16)

1. Briefly explain the different roles in a meeting.
2. Describe the elements of the communication process.
3. Elaborate the 7 C's of Oral Communication.
4. What are the elements of personal efficiency?

Q.3 Write Short notes(Attempt any three) (12)

1. Diversity and intercultural communication
 2. Importance of managing meetings effectively
 3. Self-awareness
 4. Types of meetings
 5. Advantages and disadvantages of written communication
 6. Emotional Intelligence
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