

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**  
**EXAMINATION: DECEMBER - 2025**  
**SECOND SEMESTER**

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

**Date: 29/12/2025**

**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. Describe the techniques of delivery in good speaking or while giving a presentation.
2. State the barriers to effective communication.
3. State the visual signs in Non-Verbal Communication
4. Describe the audio signs in non-verbal communication.

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

1. Elaborate the 7 C's of Oral Communication.
2. What is emotional intelligence? What are it's essential elements?
3. What are the elements of personal efficiency?
4. State the universal needs related to interpersonal needs.

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

1. Importance of communication at workplace
2. Diversity and intercultural communication
3. Types of Digital and Visual Communication
4. Important elements of Goal Setting
5. Types of Informal Communication
6. Importance of managing meetings effectively