
	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017- 18
Year and Program 2018	School: SCM	Department: Management
Course Code MBC106	Course Title: Professional Communication Skills	Semester – Odd (I)
Day and Date 26 th May 18 10:30 AM to 1:30 PM	End Semester Examination	Time: 3 hrs, Max Marks: 100

Instructions: 1) All Questions are compulsory.

	Marks	COs
Q.1		
a) True or False any 5 out of 6: (2 marks each)	10	
i) A good listener refers to the message in the following sequence: hear, interpret, understand and respond.		CO106.2
ii) In organizations, only top managers are sources of messages.		CO106.1
iii) Eye contact with the entire audience is very important for any good speaker.		CO106.4
iv) When using gestures as you speak, natural gestures are considered to be most effective.		CO106.2
v) Technology plays a major role in today's business communication.		CO106.3
vi) Communication professionals view listening as an unimportant skill for success in almost any activity.		CO106.2
b) Answer the short questions any 5 out of 6 : (2 marks each)	10	
i) Define business communication.		CO106.1
ii) Explain two effective tips for listening		CO106.2
iii) What is meant by professional etiquettes?		CO106.3
iv) Write a note on need of business communication in organisation.		CO106.1
v) Advantages of technology for effective communication		CO106.3

vi) Discuss any two objectives of self-development in short.

CO106.4

Q.2	Answer any Two-		
a)	What is Organisational communication? Explain the need and significance of communication in business organisation.	10	CO106.1
b)	Explain in detail the levels of communication in the organisation.	10	CO106.1
c)	Write short answer on networks of flow of communication in the organisation.	10	CO106.1
Q.3	Answer any Two-		
a)	Explain the different dimensions of business communication.	10	CO106.2
b)	Significance of interpersonal and intrapersonal communication.	10	CO106.2
c)	What is Listening skill? Explain the process of listening.	10	CO106.2
Q.4	Answer any Two-		
a)	Explain the role of technology in today's business communication.	10	CO106.3
b)	Write a note on different forms of technology used in communication process.	10	CO106.3
c)	Write a note on –Use of social media in business communication.	10	CO106.3
Q.5	Answer the following -		
a)	Write a note on techniques for effective communication for self-development.	10	CO106.4
b)	Role of communication for Self-development.	10	CO106.4
