



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION AUTONOMOUS

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END SEMESTER EXAMINATION -APRIL 2025 COMMERCE - I SEMESTER M.COM 24MCO17: CORPORATE COMMUNICATION SKILLS

Time:3 Hours

Max.Marks:70

Instructions: *Answer should be written completely in English*

SECTION- A

1. Answer any **SEVEN** Questions. Each question carries **TWO** Marks.

(7X2=14)

- What is formal communication?
- What is networked communication?
- Define the rate of speaking in communication.
- What is clear articulation in speech?
- Why is body language important in communication?
- State two examples of hand movements in body language.
- What do you Understand by Voice mail?
- What is slide design and transition?
- Why is planning important in a presentation?
- List two important etiquettes for virtual meetings.

SECTION -B

Answer any **FOUR** Questions. Each question carries **FIVE** Marks.

(4X5=20)

- Describe networked communication and its role in modern businesses.
- Discuss the advantages and challenges of tele-meetings.
- Compare and contrast formal and informal communication in an organization with examples.
- How does clear articulation contribute to effective public speaking?
- Describe the challenges of cross-cultural communication and ways to overcome them.
- Explain the principles of effective presentations with examples.

SECTION- C

Answer any TWO Questions. Each question carries TWELVE Marks.

(2X12=24)

8. Discuss the advantages of corporate communication in improving organizational efficiency and stakeholder relationships.
9. How do communication skills and soft skills complement each other? Discuss their role in professional success.
10. Discuss the role of slide design, transition, and visual representation in effective communication.
11. Explain the mechanisms of virtual meetings, including etiquettes and best practices.

SECTION-D

Compulsory skill based question on subject

(1X12=12)

12. Virtual Team Collaboration Issues

Scenario: Emily, a marketing manager at a growing e-commerce company, has been leading a team of five people remotely. The team holds weekly video calls to discuss project progress, brainstorm ideas, and address any obstacles. However, Emily notices that some of her team members seem disengaged during the meetings. They frequently keep their microphones on mute, and their cameras are turned off, making it difficult for Emily to gauge their reactions. Additionally, some team members seem distracted by their surroundings during the calls, leading to communication breakdowns. The team is using a shared document for collaboration, but some members fail to update it regularly.

Questions:

- a) What are the potential challenges Emily's team faces when it comes to virtual communication and engagement?
- b) How can Emily improve the team's virtual communication to ensure better collaboration and active participation during meetings?

