



UN – 363

III Semester B.Com. Examination, Nov./Dec. 2015  
(CBCS) (2015-16 and Onwards) (Freshers)  
**COMMERCE**

**3.7 Public Relations and Corporate Communication**

Time : 3 Hours

Max. Marks : 70

**Instructions :** Answers should be written **completely in English or completely in Kannada**.

**SECTION – A**

(5×2=10)

Answer **any 5** of the following. **Each** question carries **2** marks.

1. a) Give the meaning of corporate communication.
- b) What is stress management ?
- c) Who is a creative person ?
- d) Who is a counselor ?
- e) What is potential employment ?
- f) Define emotional intelligence.
- g) Expand 'CA' and 'CS'.

**SECTION – B**

(3×6=18)

Answer **any three** of the following. **Each** question carries **six** marks.

2. State the objectives of group discussion.
3. Give a note on positive thinking.
4. Explain different forms of communication.
5. State the steps involved in problem solving process.
6. How to prepare for the interview ? Explain.

**SECTION – C**

(3×14=42)

Answer **three** of the following. **Each** question carries **fourteen** marks.

7. What is positive attitude ? Explain the basic guidelines to develop positive attitude.
8. What is time management ? Explain the essentials of effective time management.
9. Define communication. Explain the importance of communication.
10. What is interview ? Explain the requirements for successful interview.
11. How important is listening in communication ? And state various barriers to effective listening.

P.T.O.