

4. Explain the scope of modern office.
5. State the reasons for the popularity of diagrams.
6. Write a short note on Indexing.
7. Define motivation. State the factors influencing motivation.
8. Write a note on office forms.

SECTION – B (3 × 20 = 60)

*Answer any THREE questions.
ALL questions carry equal marks.*

9. What is advertising copy? State its importance.
10. Explain the reasons for the popularity of chart.
11. What do you mean by office layout? Briefly explain the factors influencing the office layout.
12. Explain X and Y Theory and Maslow hierarchy needs theory.
13. How would you establish an effective control system in your office.

Register Number :

Name of the Candidate :

6 3 3 9

**M.Com. (Education Management)
DEGREE EXAMINATION, 2011**

(FIRST YEAR)

(PAPER - III)

**530. COMMUNICATION SKILLS AND
OFFICE MANAGEMENT**

December]

[Time : 3 Hours

Maximum : 100 Marks

SECTION – A (5 × 8 = 40)

*Answer any FIVE questions.
ALL questions carry equal marks.*

1. Define advertisement. Explain its types.
2. What do you mean by communication? Explain the barriers of communication.
3. How do you overcome the barriers of communication?

Turn Over