

**Total No. of Pages:** 1

**5657**

Register Number:

Name of the Candidate:

**B.Com. DEGREE EXAMINATION, May 2015**  
**(FINANCE & INVESTMENT)**  
**(SECOND YEAR)**  
**610: BUSINESS COMMUNICATION (SOFT SKILLS)**

Time: Three hours

Maximum: 100 marks

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**SECTION - A**  
**Answer any FIVE questions**

**(5 × 8 = 40)**

1. What is mean by Emotional intelligence?
2. What is the physical expression?
3. What is the role of leadership?
4. Difference between data management and product management.
5. Write about the advantages of motivation?
6. What are the internal and external factors of organization?
7. Describe the work under stress.
8. Explain about the group discussion.

**SECTION - B**  
**Answer any THREE questions**

**(3 × 20 = 60)**

9. Give brief discussion about the SWOT analysis.
10. What is mean by body language? Explain the various methods of body language.
11. What is mean by communication and its types?
12. Discuss about the followings:
  - a) Time management.
  - b) Crisis management.
  - c) Stress management.
13. What is mean by interview? Explain the various interview methods of corporate.

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