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

(5x2=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

(3x6=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.

SECTION – C

(3x14=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.