

QP Code: 97314

St. Philomena's College (Autonomous), Mysore

III Semester –Course MA ENGLISH

Subject: ENGLISH

Title of the Paper: BUSINESS COMMUNICATION AND SOFT SKILLS

SL.NO	UNIT	QUESTIONS	MARKS
1.	1	Communication skills	5
2.	1	Soft skills	5
3.	1	Kinesics	5
4.	1	Paralanguage	5
5.	1	Facial expressions	5
6.	1	Proxemics	5
7.	1	Business communication	5
8.	1	Non-verbal communication	5
9.	1	Mode of dress	5
10.	2	Listening skills	5
11.	2	Active listening	5
12.	2	Negotiation	5
13.	2	Interpersonal Skills	5
14.	2	Conflict management	5
15.	2	Interviews	5
16.	2	Responding to criticism	5
17.	3	Minutes	5
18.	3	Agenda	5
19.	3	Group discussion	5
20.	3	Brainstorming	5

21.	4	Business letters	5
22.	4	Resume	5
23.	4	Cover Letter	5
24.	4	Letters	5
25.	1	Examine the importance of Business communication.	15
26.	1	Elaborate on the barriers to communication.	15
27.	1	Explain the barriers to communication.	15
28.	1	Effective business communication is essential in creating and keeping a positive business- Elucidate.	15
29.	1	Discuss the important ideas that will help make groupbusiness communication more effective.	15
30.	1	Bring out the vital difference between verbal and nonverbal communication.	15
31.	1	Elaborate the importance of communication skills.	15
32.	1	What is the importance of Business Communication?	15
33.	1	Explain in detail the process of communication, its hurdles and obstacles.	15
34.	1	Compare and contrast verbal and non-verbal communication.	15
35.	1	Elucidate the importance of verbal communication.	15
36.	1	Describe the components of nonverbal communication.	15
37.	1	Explain in detail the various components of non-verbal Communication.	15
38.	1	Bring out the characteristics and components of non-verbal Communication.	15
39.	1	Explain the salient features of non-verbal communication.	15
40.	2	Listening is a human activity through which the processof communication takes place- Discuss.	15
41.	2	Mastery of communication in English depends on acquisition of listening comprehension- Illustrate.	15
42.	2	Explain the importance of developing listening skills.	15

43.	2	Bring out the prerequisites and rules to develop proper listening habits.	15
44.	2	Explain the different types of listening skills.	15
45.	2	Give an account on the strategies to improve listening skills.	15
46.	2	Explain the approaches to listening.	15
47.	2	Explain the importance of listening and the barriers to effective listening.	15
48.	2	Bring out the ways in which an individual deals with criticism.	15
49.	2	Write a detailed note on the process of conducting an Interview.	15
50.	2	Explain the steps involved in planning the interview.	15
51.	2	Analyze the process of the conduct in negotiation.	15
52.	2	What is an interview? Explain the different kinds of Interviews.	15
53.	2	What are the different approaches of negotiation?	15
54.	2	What are interpersonal skills and state their importance?	15
55.	2	Elaborate the need for building interpersonal skills.	15
56.	2	What are the guidelines to be followed by both the interviewer and the respondent?	15
57.	2	Elaborate the importance of negotiation in conflict situation.	15
58.	2	Explain the preparatory steps involved in reaching success in Negotiation.	15
59.	2	Explain the stages involved in conducting the interview.	15
60.	2	Elaborate the guidelines that can be of help in responding to Criticism.	15
61.	2	Illustrate the different patterns/styles in negotiation.	15
62.	3	What are the parameters to have an effective group communication and meeting?	15
63.	3	Bring out the importance of group discussion.	15
64.	3	Discuss the steps involved in Group- decision making.	15

65.	3	Discuss the factors that influence effective group discussion.	15
66.	3	Discuss the essential factors for the success of meetings	15
67.	3	How do you plan for an effective and successful meeting?	15
68.	3	Discuss the important parameters in group discussion	15
69.	3	Elaborate the planning process for a successful and effective meeting.	15
70.	3	Elucidate the characteristics of an effective meeting.	15
71.	3	What are the aspects of Group communication and the approaches to Group decision making?	15
72.	3	What is the objective of making speeches or presentations? Explain with examples.	15
73.	3	Discuss the various patterns of a presentation.	15
74.	3	Discuss the steps involved in organizing and presenting a speech.	15
75.	3	Explain the different kinds of presentations.	15
76.	3	Explain in detail the various ways of organizing and presenting a speech.	15
77.	3	Explain the different kinds of presentations.	15
78.	3	Write down ten steps for preparing a great speech.	15
79.	3	Draft an application letter for employment with details of CV or resume.	15
80.	4	Elaborate the different formats of a business letter and its component parts.	15
81.	4	Explain the fundamental principles of Business Letters.	15
82.	4	Draft an application for the position of Asst. Professor. Enclose a resume.	15
83.	4	Elucidate on the common format of a cover letter and its different types.	15
84.	4	Draft an application for the position of Asst. Professor. Enclose a resume.	15

85.	4	Apply for the post of General Manager in a reputed company with an application and enclose a resume.	15
86.	4	Bring out the salient features of pleasant and unpleasant letters and their constituent elements.	15
87.	4	Write an unsolicited letter of application with details of resume for the post of a lecturer in a reputed college.	15
88.	4	Draft a letter of application in response to an advertisement for the post of Relationship executive in a reputed bank.	15
89.	4	Discuss the different formats of a business letter and elaborate on its constituent parts.	15
90.	4	Discuss the fundamental principles of letter writing.	15
91.	4	Draft a covering letter of communication for the position of Accounts Assistant, enclosing a CV.	15

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St. Philomena's College (Autonomous), PG. Centre, Mysore -15

III Sem. M.A. English

Subject: English

Title: Business Communication and Soft Skills (GE)

Time: 3 Hours

Max. Marks: 70

**Part – A**

**I. Write Short notes on any Two of the following:**

**2 x 5 = 10**

1. Communication skills
2. Listening skills
3. Group discussion
4. Cover Letter

**Part - B**

**II. Answer One of the following:**

**1 x 15 = 15**

1. Elaborate on the barriers to communication.
2. Explain the salient features of non-verbal communication.
3. Elaborate the importance of communication skills.

**Part – C**

**III. Answer One of the following:**

**1 x 15 = 15**

1. Listening is a human activity through which the process of communication takes place- Discuss.
2. Give an account on the strategies to improve listening skills.
3. Explain the approaches to listening.

**Part – D**

**IV. Answer One of the following:**

**1 x 15 = 15**

1. What are the parameters to have an effective group communication and meeting?
2. Elaborate the planning process for a successful and effective meeting.
3. Discuss the steps involved in organizing and presenting a speech.

**Part – E**

**V. Answer One of the following:**

**1 x 15 =15**

1. Elaborate the different formats of a businessletter and its component parts.
2. Draft a letter of application in response to an advertisement for the post of Relationship executive in a reputed bank.
3. Discuss the fundamental principles of letter writing.