

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**  
**EXAMINATION: MAY- 2024**  
**SECOND SEMESTER**

**Sub:Effective Communication & Personality Development (MCAE-212)**

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**Date: 16/05/2024**

**Total marks: 60**

**Time: 10.00am to 12.30pm**

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**Instruction:1) All questions are compulsory.**

**2) Figures to the right indicate full marks.**

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**Q.1 Answer the following questions. (Attempt any two) (32)**

1. State the visual signs in Non-Verbal Communication.
2. Describe the techniques of delivery in good speaking or while giving a presentation.
3. Explain the importance of Organizational Communication.
4. Write the importance of managing meeting effectively.

**Q.2 Answer the following.(Attempt any two) (16)**

1. Write the principles of effective communication.
2. State the functions of External Communication.
3. What is emotional intelligence? What are it's essential elements?
4. State the universal needs related to interpersonal needs.

**Q.3 Write Short notes.(Attempt any three) (12)**

1. Advantages and disadvantages of written communication
  2. Types of Digital and Visual Communication
  3. Important elements of Goal Setting
  4. Types of meetings
  5. Types of Informal Communication
  6. Importance of communication at workplace
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