

(FOR THE CANDIDATES ADMITTED

23UBP514

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS): POLLACHI

END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2025

B.COM (BPS)

MAXIMUM MARKS: 75

SEMESTER: V

TIME: 3 HOURS

PART - III

23UBP514 – CAMPUS TO CORPORATE

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The most important skill for effective corporate communication is _____.

- | | |
|--------------------|-----------------------|
| a) Writing letters | b) Active listening |
| c) Speaking loudly | d) Memorizing reports |

2. A good handshake should be _____.

- | | |
|-----------------------|---------------------|
| a) Firm and confident | b) Hard and painful |
| c) Avoided | d) Limp and weak |

3. The key to effective time management is _____.

- | | |
|--------------------------------------|-----------------------------|
| a) Working continuously without rest | b) Doing everything at once |
| c) Prioritizing tasks | d) Ignoring deadlines |

4. The main goal of conflict management is to _____.

- | | |
|------------------------------------|----------------------------|
| a) Avoid conflicts completely | b) Win arguments |
| c) Resolve disputes constructively | d) Ignore others' opinions |

5. Confidence can best be described as _____.

- | | |
|----------------------------------|----------------------------------|
| a) The ability to control others | b) Ignoring one's weaknesses |
| c) Acting without preparation | d) Belief in one's own abilities |

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is communication without words called?

7. What is the first impression created through appearance and behaviour called?

8. Define Stress management.

9. What does "win-win situation" mean?

10. Infer how nervousness can be overcome.

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the differences between Campus and Corporate culture.
(OR)
b) Describe the impact of attitude and behaviour on professional success.
12. a) Explain the importance of making the first impression in business.
(OR)
b) Describe grooming and personal hygiene and their role in professionalism.
13. a) Assess the team-building process and techniques.
(OR)
b) Describe the concept and importance of work–life balance.
14. a) Explain how to create a win–win situation in conflict management.
(OR)
b) List the importance of dealing with emotions in conflict management.
15. a) Explain how to overcome nervousness and build confidence.
(OR)
b) List the importance of developing a positive attitude.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)**

16. a) Outline verbal, non-verbal, and written communication skills in the corporate context.
(OR)
b) Discuss the fundamentals of an effective presentation.
17. a) Analyse the role of body language, telephone, and email etiquette in communication.
(OR)
b) Discuss interview skills and their importance in career development.
18. a) Point out the techniques for dealing with difficult tasks.
(OR)
b) Discuss stress management strategies in the workplace.
19. a) Outline the tools and techniques used in conflict management.
(OR)
b) Classify the different styles of handling conflict.
20. a) Analyse the role of goal setting in achieving personal and professional success.
(OR)
b) Discuss how individuals can strengthen their self-esteem.
