

C.U.SHAH UNIVERSITY

WADHWAN CITY

University (Winter) Examination -2013

Course Name : BBA/MAM Sem-I

Subject Name: - Effective Communication Skills

Duration :- 2:30 Hours

Date : 04/12/2013

Instructions:-

- (1) Attempt all Questions of both sections in same answer book / Supplementary.
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places.
- (5) Assume suitable & Perfect data if needed.

SECTION –I

- Q-1 Attempt the following
- | | | |
|-----|--|---|
| (a) | What do you mean by communication? | 2 |
| (b) | Write about intonation patterns. | 1 |
| (C) | What do you understand by lexical items? | 2 |
| (d) | Define stress. | 2 |

- Q-2
- | | | |
|-----|---|---|
| (a) | Write the differences between verbal and non-verbal communications. | 5 |
| (b) | Discuss the levels of communication in detail. | 5 |
| (c) | Write about noise barriers. | 4 |



- | | | |
|-----|--|---|
| (a) | Explain various types of communication skills. | 5 |
| (b) | What are good listening skills? | 4 |
| (C) | Write about communication flow. | 5 |

- Q-3
- | | | |
|-----|---|---|
| (a) | Define non-verbal communication and discuss its importance with examples. | 7 |
| (b) | Write a conversation between two students one of whom lives in village and other in town on asking, giving and sharing information regarding online admission procedures in Engineering Colleges. | 7 |

OR

- | | | |
|-----|---|---|
| (a) | Draw a cyclic diagram of the process of communication and elaborate it. | 7 |
| (b) | Write a conversation on agreeing and disagreeing between two friends, one of whom believes on luck and other on practical things. | 7 |

Section – II

- Q-4 Attempt the following
- | | | |
|-----|---|---|
| (a) | What do cohesive devices refer to? | 1 |
| (b) | What is paragraph? | 2 |
| (C) | What do you know about discourse markers? | 2 |
| (d) | What is Punctuation? | 2 |



Q-5

- (a) Elaborate the strategies to develop paragraph. 5
(b) Explain the purpose of reading different kind of texts. 5
(c) What are the levels of effective writing? 4

OR

- (a) Write the process of writing. 5
(b) Write a short note on Brain storming. 5
(c) How to develop a plan for writing? 4

Q-6

- (a) Write the differences between spoken and written communication. 7
(b) Punctuate the following: 7
He was a brave large-hearted man and we all honoured him
The principal parts of a verb in English are the present tense the past tense
and the past participle

OR

- (a) What are strategies needed to interpret text? 7
(b) Punctuate the followings: 7
Bacon says reading makes a full man writing an exact man speaking a ready
man

Oh Hamlet speak no more

