| Enrollment No: | Exam Seat No: |
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## C. U. SHAH UNIVERSITY

## Winter Examination-2019

**Subject Name: Effective Communication Skills** 

Subject Code: 4MS01ECS1 Branch: BBA

Semester: 1 Date: 14/11/2019 Time: 02:30 To 05:30 Marks: 70

## **Instructions:**

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

| Q-1 |  | Attempt the following questions:   | (14) |  |
|-----|--|--|------|--|
|     | a)   | Which of the following considered as the mother of all speaking?                         | 1    |  |
|     |  | a)listening b)writing c)reading  |      |  |
|     | <b>b</b> )   | (Neep Silence', Or 'Maintain peace' where would you like to put such                     |      |  |
|     |  | instructions?  |      |  |
|     |  | a)crossway b)work shop c)library   |      |  |
|     | c)   | a)crossway b)work shop c)library The term '' which means nearness                        | 1    |  |
|     |  | a)chronemics b)haptics c)proximity   |      |  |
|     | d)   | One should avoid during telephoning  | 1    |  |
|     |  | a)speak too fast b) speak politely c)both a and b  |      |  |
|     | e)   | Memo, notice, report etc are the examples of communication.                              | 1    |  |
|     |  | a)verbal b) non-verbal c)written   |      |  |
|     | f)   | f) 'The Annual Function will be held on 14 <sup>th</sup> November at 11am in the Seminar |      |  |
|     |  | Hall' can be a line of a) Report b)Notice c)Memo   |      |  |
|     |  | a) Report b)Notice c)Memo  |      |  |
|     | g) Communication can not be possible if any one of these two is absent |  | 1    |  |
|     |  | a)writer-reader b)performer-audience c)sender-receiver                                   |      |  |
|     | h)   | The communication is derived fromorigin communico.                                       | 1    |  |
|     |  | a) Latin b)Greek c)Pali  |      |  |
|     | i)   | Paralanguage concerned with  | 1    |  |
|     |  | a)distance/space b) touch c)tone and voice   |      |  |
|     | j)   |  |      |  |
|     |  | a) literacy b) fitness c)infancy   |      |  |
|     | k)   | The chairperson plan, hosts and leads a  | 1    |  |
|     |  | a)conference b)seminar c)meeting   |      |  |
|     | l)   | Effective body language requires-  | 1    |  |
|     |  | a)standing like statue b)graceful movements c)careless attitude                          |      |  |
|     | m)   | Which of the following usually aims at conveying sympathy?                               | 1    |  |
|     |  | a)Presentation b)Condolence c)Conference   |      |  |
|     | n)   | Stress, intonation can be the manners of   | 1    |  |
|     |  | a)haptics b)proximity c)paralanguage   |      |  |
|     |  | Attempt any four questions from Q-2 to Q-8   |      |  |
| Q-2 |  | Attempt all questions  |      |  |
| -   | 9  | Explain the process of communication with neat and labelled diagram                      | 07   |  |



|     | b | What is flow of communication? Discuss any four   | 07   |
|-----|---|---|------|
| Q-3 |   | Attempt all questions   | (14) |
|     | a | Explain the level of communication.   | 07   |
|     | b | Differentiate between verbal and non –verbal communication with examples.   | 07   |
| Q-4 |   | Attempt all questions   | (14) |
|     | a | 'Noise' as a barrier to communication .Prove the statement and provide the suitable example.  | 07   |
|     | b | You are going visit an outdoor location How you would prepare for it? Write in about 10 sentences.  | 07   |
| Q-5 |   | Attempt all questions   | (14) |
|     | a | What is reading? Explain its cohesive devices with examples.  | 07   |
|     | b | Differentiate between drafting and revising.  | 07   |
| Q-6 |   | Attempt all questions   | (14) |
|     | a | What do you understand in non-verbal communication? Explain in detail.  | 07   |
|     | b | What are differences in oral and written communication?   | 07   |
| Q-7 |   | Attempt all questions   | (14) |
|     | a | Put appropriate punctuations where necessary.   | 07   |
|     |   | bravo well done son today i am indeed happy you have broken all the records of marks my son you did excellent work now i can declare to all see my son is not |      |
|     |   | mischievous he is not dull he is such a genius like albert einstein   |      |
|     | b | Distinguish between skimming and scanning .Provide an example for each  | 07   |
| Λ 0 | D |   |      |
| Q-8 |   | Attempt all questions   | (14) |
|     | a | Your brother has successfully completed BBA and going to abroad for further   | 07   |
|     |   | study. Draft a farewell speech for him.[minimum 10 dialogues]   | 0=   |
|     | b | Construct a coherent paragraph on 'Business Administration' need of an hour.  | 07   |

