Enrollment No: _____   Exam Seat No:_____

C. U. SHAH UNIVERSITY
Summer Examination-2020

Subject Name : Effective Communication Skills

Subject Code : 4MS01ECS1   **Branch: BBA**

Semester: 1   **Date: 24/02/2020**   **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) 'Keep Silence', Or 'Maintain peace' where would you like to put such   1
instructions?
a)crossway   b)work shop   c)library

c) 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) 'The Annual Function will be held on 14th November at 11am in the Seminar   1
Hall' can be a line of _____ .
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 from _____origin communico.   1
a) Latin   b)Greek   c)Pali

i) Paralanguage concerned with _____ .   1
a)distance/space   b) touch   c)tone and voice

j) _____ is essential for written communication   1
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**	**(14)**
	a	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. 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	**07**
	b	Distinguish between skimming and scanning .Provide an example for each	**07**
Q-8		**Attempt all questions**	**(14)**
	a	Your brother has successfully completed BBA and going to abroad for further study.Draft a farewell speech for him.[minimum 10 dialogues]	**07**
	b	Construct a coherent paragraph on 'Business Administration' need of an hour.	**07**