

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer, 2021-22 Examination.

Semester: 2
Subject Code: 06193156
Subject Name: Communication Skills

Date: 25/05/2022
Time: 10:30 am to 1:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Communication is a word derived from the Latin word 'communis' It means_____

- | | |
|----------|------------|
| a) share | c) give |
| b) take | d) Receive |

2 Which one is not part of process of communication

- | | |
|------------------|-------------|
| a) Sender | c) Encoding |
| b) body language | d) Receiver |

3 Decoding means_____

- | | |
|-----------------------|---------------------|
| a) giving code | c) delivering ideas |
| b) understanding code | d) Presenting code |

4 Encoding means_____

- | | |
|-----------------------|-----------------------------|
| a) understanding code | c) delivering ideas |
| b) Presenting code | d)giving meaning to message |

5 Feedback means_____

- | | |
|------------------------------|--------------------|
| a) Giving response to sender | c) receiving ideas |
| b) encoding | d) decoding |

B).Define the following. (Each of 1 mark)**(05)**

1. Non-verbal communication
- 2.Barrier to communication
3. Posture
- 4.Gesture
- 5.Good listener

C).Direct questions.(Each of 1 mark)**(05)**

1. What is communication?
2. What is Psychological barrier?
3. Who is receiver in process of communication?
4. Who is sender in process of communication?
- 5.What is Channel (Medium) in process of communication?

Q.2 Answer the following questions.

A).What is process of communication? Explain Importance of communication

(07)

B).Explain barrier to communication

(08)**Q.3 Answer the following questions.**

A). Explain 7Cs of communication.

(07)

B).Write characteristics of good listener

(08)**Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Write article on 'Online shopping'
- 2.Write Inquiry letter for car loan to SBI bank
3. Write paragraph on 'Covid 19'
4. Write paragraph on 'Impact of social media.'