

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Summer 2017 – 18 Examination**

Semester: 4  
 Subject Code: 15202252  
 Subject Name: Professional Communication

Date: 10/05/2018  
 Time: 10:30 AM to 01:00 PM  
 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.****(08)****A. Multiple choice type questions. (Each of 0.5 mark)****1. People who feel that they .....are called Pansophists.**

- |                       |                    |
|-----------------------|--------------------|
| (a) 'know it all'     | (c) 'know it some' |
| (b) 'know everything' | (d) 'know all'     |

**2. Kinesics is the study of the body's .....**

- |                       |                    |
|-----------------------|--------------------|
| (a) physical movement | (c) physical space |
| (b) physical action   | (d) None of these  |

**3. Proxemics is the study of physical space in interpersonal relations.**

- |                       |                    |
|-----------------------|--------------------|
| (a) physical movement | (c) physical space |
| (b) physical action   | (d) None of these  |

**4. Chronemics is the study of how human beings.....through their use of time.**

- |           |                   |
|-----------|-------------------|
| (a) talk  | (c) communicate   |
| (b) speak | (d) None of these |

**5. Personal zone of space stretches from.....**

- |                         |                            |
|-------------------------|----------------------------|
| (a) 18 inches to 4 feet | (c) 12 inches to 25 inches |
| (b) 18 feet to 25 feet  | (d) 18 inches to 25 inches |

**6. ....takes place among expert group.**

- |                             |                          |
|-----------------------------|--------------------------|
| (a) Lateral communication   | (c) Verbal communication |
| (b) Technical Communication | (d) None of these        |

**7. ....can be divided mainly into two categories.**

- |                   |                |
|-------------------|----------------|
| (a) Computer aids | (c) Audio aids |
| (b) Visual aids   | (d) Media aids |

**8. Negative tendencies is one of the.....barriers.**

- |                   |                    |
|-------------------|--------------------|
| (a) intrapersonal | (c) organizational |
| (b) interpersonal | (d) None of these  |

**9. There are six basic.....expressions.**

- |          |                      |
|----------|----------------------|
| (a) hand | (c) facial           |
| (b) eye  | (d) All of the above |

**10. Eye is considered as the windows of the.....**

- |          |           |
|----------|-----------|
| (a) Life | (c) Body  |
| (b) Soul | (d) Heart |

**11. ....expresses size of the objects.**

- |              |                         |
|--------------|-------------------------|
| (a) Symbolic | (c) Descriptive gesture |
| (b) Locative | (d) Emphatic            |

**12. ....of space starts from 12 feet to 25 feet**

- |                   |                   |
|-------------------|-------------------|
| (a) Public zone   | (c) Social zone   |
| (b) Personal zone | (d) None of these |

**13. ....divides space into four distinct zones in 1966.**

- |                    |                   |
|--------------------|-------------------|
| (a) Edward T. Hall | (c) Edward Howard |
| (b) Edward Albert  | (d) Edward Nunan  |

14. ....is the movement made by hands, head, and face.

- (a) Gesture
- (b) Poster
- (c) Proxemics
- (d) All of the above

15. Any interference in the message sent and the message received leads to the production of.....

- (a) Noise
- (b) Voice
- (c) Sound
- (d) None of these

16. The transmissions of the receiver's response to the sender is called.....

- (a) Feedback
- (b) Reaction
- (c) Antiphon
- (d) None of these

**B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)**

1. Write down zones of space.
2. What is 'Information overload'?
3. What reasons do lead to interpersonal barriers?
4. Write down causes which lead to intrapersonal barriers.
5. What is Communication Environment?
6. Define Internal-operational.
7. Write down the types of gestures.

**Q.2 Answer the following.**

- A. What are gestures? Discuss briefly types of gestures. (04)
- B. Discuss the characteristics of mass communication. (04)
- C. What is significance of space in communication? Write briefly zones of space. (04)

**OR**

- C. Write briefly intrapersonal barriers. (04)

**Q.3 Answer the following.**

- A. Write a memo on *English Language Exhibition*. (05)
- B. Incompatibility of verbal and non-verbal messages. (05)
- C. Discuss Language, Religion and beliefs, Values and attitudes, Politics and law, Technology, Social organization, Significance of understanding culture as Cross-cultural variations. (05)

**OR**

- C. What is communication? Discuss the process of communication. (05)

**Q.4 Essay Type of Question.**

- A. Write a detailed note on Kinesics, Proxemics, and Chronemics. (06)
- B. Discuss levels of communication in detail. (06)
- C. Write a report on *Staff Survey*. (06)

**OR**

- C. Write a detailed note on Intrapersonal Barriers, Interpersonal Barriers, and Organizational Barriers. (06)