

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Summer 2018 – 19 Examination**

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

**Date:12-04-2019**  
**Time:10:30am to 01:00pm**  
**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.****(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. People who feel that they 'know it all' are called.....
 

(a) Pansophists	(c) Misoneists
(b) Panorama	(d) None of these
2. Kinesics is the study of the .....movement.
 

(a) body's physical	(c) mental
(b) Hand	(d) None of these
3. Proxemics is the study of physical .....in interpersonal relations.
 

(a) body	(c) movement
(b) space	(d) None of these
4. Chronemics is the study of how human beings .....through their use of time.
 

(a) eat	(c) communicate
(b) walk	(d) sleep
5. Personal zone of space stretches from 18 inches to.....
 

(a) 20 inches	(c) 10 feet
(b) 20 feet	(d) 4 feet
6. Lateral communication takes place among.....
 

(a) Expert group	(c) Students group
(b) Peer group	(d) All of the above
7. Visual aids can be divided mainly into.....categories.
 

(a) Four	(c) Five
(b) Three	(d) Two
8. Negative tendencies is one of the following .....barriers.
 

(a) industrial	(c) organizational
(b) company	(d) university
9. There are .....basic facial expressions.
 

(a) Eight	(c) Six
(b) Seven	(d) Five
10. Eye as one of the parts of body is considered as the .....of the soul.
 

(a) Doors	(c) floors
(b) windows	(d) walls
11. ....gesture expresses size of the objects.
 

(a) Analytical	(c) Descriptive
(b) Interpretive	(d) All of the above
12. ....of space starts from 12 feet to 25 feet.
 

(a) Public zone	(c) Internal personal
(b) Personal zone	(d) None of these
13. Edward T. Hall divides space into four distinct zones in.....
 

(a) 1966	(c) 1968
(b) 1967	(d) 1969
14. Gesture is the movement made by.....

- (a) hands (c) face  
 (b) head (d) All of the above
15. Any interference in the message sent and the message received leads to the production of.....  
 (a) Noise (c) Sound  
 (b) Voice (d) None of these
16. The transmissions of the receiver's response to the sender is called.....  
 (a) Feedback (c) Antiphon  
 (b) Reaction (d) None of these

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

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

**Q.2 Answer the following.**

- A. Read the following abbreviations and decide what job title each of these abbreviations stands for. (04)  
 i. CEO, ii. PA, iii. CIO, iv. HRM
- B. Discuss the characteristics of mass communication. (04)
- C. Write briefly zones of space. (04)

**OR**

- C. Cross-cultural variations. (04)

**Q.3 Answer the following.**

- A. Write a memo on *The International Food Exhibition*. (05)
- B. Incompatibility of verbal and non-verbal messages. (05)
- C. Write briefly intrapersonal barriers. (05)

**OR**

- C. Process of communication. (05)

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

- A. Write a detailed note on classification of barriers. (06)
- B. Write a report on *Staff Survey*. (06)
- C. Write a detailed note on non-verbal communication. (06)

**OR**

- C. Discuss levels of communication in detail. (06)