

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Winter 2017 - 18 Examination

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

Date: 09/01/2018
Time: 10:30 am to 1:00 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.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Most common informal form of communication is

a) Upward	c) Grapevine
b) External	d) Diagonal
2. How many zones are divided in to personal space?

a) 2	c) 5
b) 4	d) 1
3. Voice modulation is important part in

a) Oral Communication	b) Written communication
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4. Which of the following doesn't relate to the features of communication?

a) Ongoing	c) Feedback
b) Static	d) Continuous
5. Communication isprocess.

a) Slow	c) Closed Ended
b) One Way	d) Two-Way process

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

1. Non Verbal Communication
2. Encoding
3. Feedback
4. AGM (Write the full form)
5. 24*7 (Write the full form)

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

1. Breakeven point
2. Achieve (Antonyms)
3. Vacant (Synonyms)
4. List the types of Barriers
5. Message Channel

Q.2 Answer the following questions.**A). Define Communication and its process.****(07)****B). Write an article on 'Virtual Friends are better than real friends' (in the favor or against) according your opinion.****(08)****Q.3 Answer the following questions.****A). Explain the forms of Group discussion.****(07)****B). Write an application to apply for the post of Hr. executive.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Discuss with the help of practical example, how flow/dimension of Horizontal and Diagonal communication takes place in organization.
2. Describe the term Kinesis and Proxemics in details.
3. List any four pair of confusing words.
4. Design an poster on 'Conserve food'.