

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA., Summer 2017 - 18 Examination**

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

**Date: 25/05/2018**  
**Time: 10:30am to 1:00pm**  
**Total Marks: 60**

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**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. (Each of 1 mark) (05)**

1. 'Communis' belongs to ..... Language.  
a)French c)Latin  
b)German d)English
2. The success of any team depends to a larger extent on it's ..... in a group discussion.  
a)panel c)member  
b)outsider d)leader
3. Which type of listening may create confusion in the mind of speaker about the true intention of listener?  
a)Active listening c)Passive listening  
b)Voice modulation d)Paradox listening
4. Write the Synonym of the word 'Chastise'  
a)Admonish c)Humanity  
b)Savage d)Hatred
5. Write the Antonym of the word 'Niggardly'  
a)Sanity c)Interesting  
b)Offence d) Generous

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

1. Apt language
2. Voice modulation
3. Oral communication skills
4. Building Image
5. Blood in business

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

1. What does the following business phrase means 'bend over backwards'
2. Write the meaning of 'We're working against the clock ' and frame sentence
3. Write the meaning of the following words a) arbitration b) irrevocable
4. List out the Physical Barriers of communication
5. Mention two qualities of a good listener

**Q.2 Answer the following questions.**

**A). Write in detail Definition and process of communication (07)**

**B). Write in detail about feedback in Communication and Features of effective Communication (08)**

**Q.3 Answer the following questions.**

**A). What is Active listening? Discuss techniques to improve Listening Skills (07)**

**B).** What is Group Discussion? Discuss in detail the four major areas of evaluation of group discussion (08)

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

1. Write in detail about the following Business Entrepreneurs : Elon Musk and Bill gates
2. Compare and contrast on any one of the topic: 1.Buying things online v/s Shopping at malls  
**OR** 2. Playing computer games and reading: which is the pastime you give preference to and Why?
3. Write an Article on “Mobile phones: a modern utility or a hazard” for your College Newspaper
4. Write an Application to your Principal asking for leave on the Occasion of your Brother’s Wedding. Mention necessary details