

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT/BBA

Semester: 2

Date: 19th April 2017

Subject Code: 06193156

Time: 2hr: 00min

Subject Name: Communication Skills

Total Marks: 50

Section A

QUESTION: 1

Select one appropriate option from given multiple choice options. [3]

a) 'Communis' belongs toLanguage.

- i) French
- ii) Latin
- iii) German
- iv) English

b) Which of the following doesn't relate to communication process?

- i) Ongoing
- ii) Static
- iii) Feed back
- iv) Continuous

c) Communication isprocess.

- i) Slow
- ii) One Way
- iii) Closed Ended
- iv) Two-Way process.

QUESTION: 2

Define below mentioned concepts in few sentences [6]

- A. Message Channel
- B. Encoding
- C. Feedback

QUESTION 3:

A. Define communication and its features? [4]

OR

Describe the socio psychological barriers in communication process

B. Explain the process of communication? [3]

OR

Do you think cross cultural communication impacts communication process, if yes how?

QUESTION 4:

Describe the Importance of communication along with concept of feedback in detail [9]

Section B

QUESTION: 1

Select an appropriate option from given multiple choice options. [3]

a) Most common informal form of communication is

i) Upward

ii) External

iii) Grapevine

iv) Diagonal

b) How many zones are divided in to personal space?

i) 2

ii) 4

iii) 5

iv) 1

c) Voice modulation is important part in

i) Oral Communication

ii) Written communication

QUESTION: 2

Define below mentioned concepts in few sentences

[6]

- A. External Communication
- B. Probability Chain
- C. Paralinguistic

QUESTION 3:

A. Discuss with the help of practical example, how flow/dimension of vertical communication takes place in organization. [4]

OR

Discuss with the help of practical example, how flow/dimension of Horizontal and Diagonal communication takes place in organization.

B. What are the various types of communication? [3]

QUESTION 4:

Describe the term Kinesis and Proxemics in details

[9]