

Seat No: \_\_\_\_\_

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer Mid-term 2017 - 18 Examination**

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

**Date: 02/04/2018**  
**Time: 2:00pm-3:30pm**  
**Total Marks: 30**

**Q.1 (A) Multiple choice type questions. (Each of 1 mark)**

**5 Marks**

1. Voice modulation is important part in

- a) Oral Communication
- b) Written communication
- c) formal communication
- d)informal communication

2. Communication is .....process.

- a) Slow
- b) One Way
- c) Closed Ended
- d)Two-Way process(sender and receiver).

3. 'Communis' belongs to ..... Language.

- a) French
- b) Latin
- c) German
- d) English

4. In a situation where listener haven't heard or understood enough. The listener can respond with.....

- a) Empathy and understanding
- b) Interrogate and challenge
- c) Diverting himself
- d) Eagerness and willingness

5. A good leader should neither be very ..... nor .....

- a) Information seeker and giver
- b) Authoritative and submissive
- c) Tension reliever and giver
- d) energizer and attacker

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

**- 2 Marks**

- 1. Blood in business
- 2. Passive listening

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

**3 Marks**

- 1. List out types of barriers in communication
- 2. What is objective of selection in Group Discussion?
- 3. Mention two qualities of a good listener

**Q.2 Answer the following questions (4 Marks each)**

**20 Marks**

- 1. Write Definition and importance of Communication in detail
- 2. Which are the Barriers to effective Communication?
- 3. What is group discussion? Discuss in detail the four major areas of evaluation of group discussion
- 4. Write definition of active and passive listening. Discuss techniques to improve listening skills
- 5. Compare and contrast on any one of the topic 1. Job v/s Business 2. Playing computer games and reading: which is the pastime you give preference to and why?