

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer Mid-Semester 2018 - 19 Examination

Semester: 2

Subject Code: 06193156

Subject Name: Communication Skills

Date: 05/03/2019

Time: 1:00pm-3:00pm

Total Marks: 40

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) (03)**

1. 'Communis' belongs to Language.

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

2. Communication isprocess.

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

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

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

B). Define the following. (Each of 1 mark)**(03)**

1. Channel in Communication
2. Active Listening
3. Formal Communication

C). Direct questions. (Each of 1 mark)**(04)**

1. Mention two qualities of a good listener
2. List out the Physical Barriers of communication
3. What is Feedback in Communication?
4. What is Non-verbal Communication?

Q.2 Answer the following questions.**A). Which are the Barriers to effective Communication?****(05)****B). Write in detail Traits of good listener****(05)****Q.3 Answer the following questions.****A). Write Definition and Importance of Communication****(05)****B). Write in detail Types of Communication****(05)****Q.4 Attempt any two questions. (Each of 5 mark)****(10)**

1. Explain in detail the Process of Communication
2. Explain in detail Feedback in Communication
3. Define Active and Passive Listening and list out differences between listening and hearing
4. Define Downward and Upward communication and explain it with examples