

Communication Skills

3K-ASN-09

Time : 3 Hrs.

Max. Marks : 100

Note:—

1. Part 'A' may be attempted in first 6 pages of Answer Sheet.
2. Part 'B' in rest of the Sheets of Answer Sheet.
3. Answer in English.

PART - A**1. Answer any ten of the following questions.****(10 x 2 =20)**

Choose the correct answer.

- (i) The word 'communication' is derived from a :
(a) Greek word (b) Latin word
(c) French word (d) English word
- (ii) Which of the following is not an objective of communication?
(a) Building relationship (b) Reducing conflict
(c) Sharing thoughts (d) Sharing Property
- (iii) Which of the following is not a type of communication?
(a) Writing e-mails (b) Body Language
(c) Sleeping (d) Oral Communication
- (iv) Ideas originate in :
(a) The mind of receiver (b) the medium
(c) the atmosphere (d) in the mind of sender
- (v) What completes the communication process?
(a) Receiver (b) Sender
(c) Feedback (d) Medium
- (vi) Oral communication is not :
(a) Time saving (b) Economical
(c) Quick (d) Costly

- (vii) Barriers to communication means :
- the sender does not send the message
 - the receiver does not receive the message
 - the message does not have the desired effect
 - there is a traffic jam
- (viii) Which of the following is not one of the Cs of effective communication?
- Conciseness
 - Clarity
 - Curiosity
 - Courtesy
- (ix) Non-verbal communication includes :
- memos
 - gestures
 - manuals
 - handbooks
- (x) Language barrier includes :
- words having multiple meaning
 - words having multiple pronunciation
 - words having difficult spellings
 - all of these
- (xi) _____ is the distance a speaker maintains between himself and others (listeners/receivers)
- Kinesics
 - Proxemics
 - Aesthetics
 - Emblem
- (xiii) _____ is an exchange of information, opinions, views, perspectives and ideas among members of a group.
- Group discussion
 - Lecture
 - Television
 - Notice
- (xiv) _____ is the list of items that are to be discussed in a meeting.
- Telex
 - Agenda
 - Notice
 - Circular
- (xv) Which of the following is not a feature of a business circular?
- Complete
 - Brief
 - Persuasive
 - Ambiguous

2. Attempt any five of the following questions.

(5 x 4 = 20)

- Write a short note on the purpose of communication.
- How does noise act as a barrier to communication?
- Write any four advantages of written communication.

- (d) Define the importance of facial expression in effective communication.
- (e) Write a short note on the importance of telephonic communication.
- (f) What things will you keep in mind while attending an interview?
- (g) Who writes a complaint letter? What points will you keep in mind while writing a complaint letter?

PART - B

Answer any three of the following questions.

(3 x 20 = 60)

Q. no. 7 is compulsory.

3. (a) What is oral communication? Describe the merits and demerits of oral communication.
- (b) Draft a circular asking all the students of the institute to get their library books renewed on time, otherwise they will not be issued any books. Sign as a librarian of the institute.
4. (a) Explain the techniques of conducting group discussion.
- (b) Draft a suitable catchy advertisement in a popular newspaper to fill up the vacancy of a computer programmer in Oracle India Pvt. Ltd., Nehru Place, New Delhi.
5. (a) The computer chairs supplied to your office are of inferior quality. Write a letter of complaint to the dealer for immediate replacement.
- (b) Write a representation to the principal of your institute for the provision of better drinking water facility.
6. (a) Write a report on the 'Yoga Camp' organized in your institute.
- (b) Your institute has decided to organize a one day workshop on 'Soft Skills'. Prepare a suitable Notice urging all the students to attend it. Sign as the students' Advisor of the institute.
7. (a) There is an advertisement in the 'Indian Express' for the post of a Public Relation Officer in HCL, Noida.
Write an application to the General Manager and give your Curriculum Vitae.

- (b) Make a precis of the following passage and give a suitable title.

Forests are called the 'green gold' of a country because they are the wealth of a country. There are numerous advantages of having lush green forests. They give us rain, they prevent floods and give us a number of valuable products. We get timber for building our houses, wood for furniture, fuel for cooking food. Besides these, We get many other useful products from them. They are honey, wax, gum, oil, lac and dyes. Think of the paper mills, Can they produce paper without getting wood from the forest? From all sides, forests are fruitful for us. We should try to save the forests.