

Seat No. : _____

JB-101

June-2022

B.B.A., Sem.-II

CC-113 : Communication Skills

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in Section I carry equal marks.
 - (2) Attempt any **TWO** Questions in section I.
 - (3) Question **5** in section **II** is **COMPULSORY**.

Section -I

1. (A) Define Communication. Discuss in detail the process of Communication. **10**
(B) Explain Socio-Psychological barriers & Semantic barriers in detail. **10**
2. (A) What is Verbal Communication ? Explain its types. **10**
(B) Explain types of Non-Verbal Communication. **10**
3. (A) Write a short note on any **1** of the following : **10**
(i) Kumar Mangalam Birla
(ii) Sunil Mittal
(B) Write a short note on any **1** of the following : **10**
(i) Ratan Tata
(ii) Uday Kotak

4. (A) Give meanings of below mentioned Business Phrases/Idioms. (Any 10)

10

- | | |
|-----------------------------|-------------------------|
| (1) Big Gun | (11) Calculated Risk |
| (2) Banker's Hours | (12) Sell like Hotcakes |
| (3) Bitter pill to swallow | (13) Take a Nosedive |
| (4) Cut off | (14) Check into |
| (5) Break Even | (15) Hold off |
| (6) Run for | (16) Kick back |
| (7) Cut corners | (17) Close down |
| (8) In the Black | (18) Write off |
| (9) Tight Spot | (19) Turn down |
| (10) Go about your business | (20) Work out |

(B) Write a paragraph in around 500 words on any ONE Topic :

10

- (1) A visit to an old age home
- (2) My favorite Book
- (3) A day without Mobile
- (4) India of My Dreams

Section - II

5. Do as Directed.

10

- (1) Who is described as 'Lonely at the top' in book 'Men of Steel' ?
 - (i) Ratan Tata
 - (ii) Azim Premji
 - (iii) Sunil Mittal
 - (iv) Uday Kotak
- (2) Uday Kotak's family business was _____.
 - (i) Fruit merchant
 - (ii) Stock broking
 - (iii) Cotton Trading
 - (iv) Fast-food Trolley
- (3) Whose Interview is not included in 'Men of Steel' ?
 - (i) Bikki Oberoi
 - (ii) Ness Wadia
 - (iii) R. Chandrashekhar
 - (iv) Kumar Manglam Birla
- (4) Downward Communication process runs from Lower level to Upper Level. (True/False)
- (5) Feedback is not at all necessary for any communication. (True/False)
- (6) Gossip chain is a type of Grape-vine communication concept. (True/False)
- (7) Minutes is not a type of written record. (True/False)
- (8) Colors have a _____ effect usually,
 - (i) Psychological
 - (ii) Emotional
 - (iii) Literary
 - (iv) Communicative
- (9) Technical Jargon is a type of semantic barrier. (True/False)
- (10) 'Back out of' means - _____.

(11) 'In the Red' means - _____.

(12) Nandan Nilkeni became CEO of Infosys in _____. (2000, 2002, 2005)

(13) The Guest is always right is the philosophy of _____.

(Bikki Oberoi, Vijay Mallya, Ratan Tata)

(14) Nusli Wadia owns _____. (Parle-G, Britannia, Sunfeast)

(15) Noise is a type of Physical Barrier. (True/False)