

13E-106

May-2015

B.B.A, Sem.-II

CC-113 : Communication Skills

Time : 3 Hours]

[Max. Marks : 70

1. Good communication is an essential tool in achieving productivity and maintaining strong social and working relationships at all levels in an organization. Discuss it with the importance of communication. 14

OR

- (a) Discuss the effective role of feedback in Communication. 7
(b) Psycho-Sociological Barriers 7

2. (a) Discuss the concept of Written Communication with its benefits and limitations. 7

OR

Listening is essential than any other skills. Discuss it and mention different types of listening.

- (b) Discuss the effective role of Downward communication in the business organization. 7

OR

Computer has truly transformed the way people think, act, work and behave. Discuss the same with the role of computer as a medium of modern communication.

3. Answer any **seven** of the following questions : 14

- (1) Why Nandan Nilekani gives importance to ideas behind the success of Infosys ?
- (2) How Kumar Mangalam changed the traditional culture of his business ?
- (3) What two experiences / lessons Sunil Mittal learned from Mumbai ?
- (4) What Rajiv Gandhi asked to Rajeev Chandrashekhar to do by coming to India ?
- (5) Azim Premji is known as shy by nature. Comment on it.
- (6) How Subhash Chandra started television sector over the period of time ?
- (7) How Uday Kotak was as a student ?
- (8) What knowledge Bikki Oberoi gained after his years of travelling experience ?
- (9) How was Vijay Mallya's childhood ?
- (10) Ratan Tata faced lot of difficulties during his professional tenure. Discuss it.

4. (a) Explain the meaning of any **three** of the following idioms : **3**
- (1) Calculated risk
 - (2) Tight spot
 - (3) Company man
 - (4) Go about your business
 - (5) Throw money at something
- (b) Explain the meaning of any **three** of the following phrasal verbs : **3**
- (1) Back out of
 - (2) Kick back
 - (3) Cut down
 - (4) Check into
 - (5) Run for
- (c) Write a paragraph on any **one** of the following : **8**
- (1) Women safety is necessary
 - (2) Traffic Nuisance
 - (3) Role of Mass Media
5. Do as Directed : **14**
- (a) Choose the correct option from the following questions :
- (1) What is unnoticed and unidentified interference in the communication process ?
 (a) Channels (b) Decoding (c) Noise
 - (2) When Dhaval thinks to reply, which process he is under passing ?
 (a) Decoding (b) Encoding (c) Transforming
 - (3) A communication error which happens through self-centred attitude belongs to _____.
 (a) Physiological barriers
 (b) Psycho-sociological barriers
 (c) Cultural barrier
 - (4) While being silent, one may communicate with own self called as _____ communication.
 (a) intrapersonal (b) interpersonal (c) transactional
 - (5) This is not the advantage of Oral Communication.
 (a) Cost saving (b) Effective Media (c) Poor retention
- (b) Choose the correct option from the following questions :
- (6) Sunil Bharati Mittal's problem started when _____ technology was going to be launched.
 (a) Rubicom (b) GSM (c) CDMA

- (7) After Bombay Dyeing, Nusli Wadia has jumped into _____.
- (a) Krack Jack (b) Britannia (c) Sun-feast
- (8) Only the old _____ supported Ratan Tata which he would never forget.
- (a) Dr. Kalyani
 (b) Dr. Kamla Sharma
 (c) Dr. Dharma Kant
- (9) Grasim is the product of _____.
- (a) K.M. Birla
 (b) Wadia Brothers
 (c) Reliance

(c) Match the following :

A		B
1. Hold off	–	to be very careful; to pay attention
2. Write-off	–	aware about latest the trends/tastes
3. Turn down	–	remove from a business record
4. On top of trends	–	decrease in volume
5. To dot your I's and cross your t's	–	delay; restrain

