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2504N051

Candidate's Seat No : _____

M.Sc. I.T. (Sem.-1) (Animation & VFX) Examination

Communication Skill-1

Time : 2-30 Hours]

April 2019

[Max. Marks : 70

Instructions:

1. Figures to the right indicates full marks
2. Neat diagrams must be drawn wherever necessary.

Q. 1)

A) Explain the concept of negotiation.

(14 Marks)

OR

List and explain the major elements of negotiation preparation.

B) Choose the appropriate option for the given question:

(4 Marks)

1. _____ is not an example of a nonverbal message.
a. A stern and serious expression b. Laughter c. A letter d. A handshake
2. The sender is sometimes known as the
a. Recorder b. Encoder c. Decider d. Beginner
3. The element of communication that is not common to both the encoder and the decoder is
a. Attitudes b. Experiences
c. Communication ability d. None of the above
4. The 'grapevine' is a source of information. It is a form of
a. Lateral communication b. Informal communication
c. Downward communication d. None of the above

Q. 2)

A) Explain different ways to resolve conflicts.

(14 Marks)

OR

Explain the impact of praise on others.

P. T. O

(4 Marks)

B) Choose the appropriate option for the given question :

1. One of the following is not an example of psychological noise
 - a. Hostility
 - b. Fear
 - c. Defensiveness
 - d. Headache
2. Sounds that distract communicators fall into the category of
 - a. Physical noise
 - b. Psychological noise
 - c. Physiological noise
 - d. None of the above
3. Voice qualities include all of the following except
 - a. Volume
 - b. Gestures
 - c. Rate of speech
 - d. Pronunciation
4. Enunciation refers to
 - a. Pitch of the voice
 - b. Rhythm of speech
 - c. Rate of speech
 - d. Articulation of speech

Q. 3)

(14 Marks)

A) List and explain barriers to listening

OR

Explain the concept of non-verbal communication

B) Choose the appropriate option for the given question : (Any Three)

(3 Marks)

1. Gestures should _____
 - a. Be maximum and convey more than words
 - b. Be minimal and should not convey anything
 - c. Be moderate and should reinforce or complement the speech
 - d. None of the above
2. You are presenting a new idea to your boss. He listens to you, his hands crossed, leaning back in his chair, with a stern expression. It shows
 - a. He is very keen on your idea
 - b. He is not open to your idea
 - c. He is relaxed and attentive
 - d. He wants you to change your idea
3. An individual trying to speak fast, with an irregular rhythm and long breaks in between can indicate
 - a. A speaking disorder or nervousness
 - b. Excitement
 - c. Confidence and authority
 - d. Calmness or sense of purpose

4. A speech must be basically judged by its
 a. Content b. Delivery c. Speaker d. Subject

Q. 4)

(14 Marks)

A) Imagine you are the Marketing Executive of a special, edible Ink Manufacturing Company. One of your regular customers, a candy manufacturer, has asked you to supply 20 bottles of Red Ink in anticipation of increased demand for his candies in the near future. Unfortunately, you can only supply 5 bottles at this time. However, you can supply 20 bottles of Blue Ink. **Write a letter to your customer explaining the alternative and suggest that the Blue Ink can be bought this time. (Minimum 150 words)**

OR

Imagine you are the Director of a popular Cold Drinks Manufacturing company. A group of students from the local university approach you for sponsorship of the Annual University Festival. As the Director, the company allows you to sponsor such events, as they are a good marketing and advertising platform. The students request you for a sponsorship of Rs.1,00,000 to be paid in cash before the event begins. You are however, not very enthusiastic about this particular festival but you think the company can sponsor up to Rs.20,000. The payment can only be made by cheque after the event is over. **Write a letter, informing the student representative, Manoj, about the alternative. (Minimum 150 words)**

B) Choose the appropriate option for the given question : (Any Three)

(3 Marks)

1. If a bad news letter begins with a refusal and then follows it up with an explanation for the refusal
 - a. The reader will most likely read the explanation
 - b. The reader will accept the explanation with an open mind
 - c. The reader will most likely not read the explanation with an open mind
 - d. None of the above
2. Letters about the unpleasant begin with
 - i. A neutral idea that leads to the reason for refusal
 - ii. A clear statement of the refusal
 - iii. A statement that leads the reader to expect good news

a. i & iii b. i & ii c. ii & iii d. i only
3. In a letter conveying bad news, explanations for the refusal have to appear to the reader.

a. Fair and realistic b. Fair and flexible c. Fair and negotiable d. Fair and based on policy
4. What are the four phases of the AIDA plan?

a. Attraction, interest, desire, action	b. Attention, interaction, desire, action
c. Attention, interest, desire, action	d. Attention, interest, direction, action

