

B.B.A. Sem.-2 Examination

CC-113

Communication Skills

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Q-1 Attempt the following short notes:

- (a) Definition and process of communication (07)
- (b) Psychological Barriers (07)

OR

- (a) Semantic Barriers (07)
- (b) Features of effective communication (07)

Q-2 Attempt the following short notes:

- (a) Usages of non-verbal communication (07)
- (b) Advantages, and disadvantages of Horizontal Communication (07)

OR

- (a) Grapevine as an informal communication channel (07)
- (b) Process of Listening (07)

Q-3 Attempt the following short notes:

- (a) Uday Kotak: A Man of Banking and Finance (07)
- (b) Business ventures of Vijay Mallya (07)

OR

- (a) Journey of Subhas Chandra as a founder of Private TV channels in India (07)
- (b) Azim Premji as a Manager (07)

Q-4 (a) Give meanings of the following: (07)

1. Company man 2. Cut the corners 3. In the red
4. On top of trends 5. check into 6. Call in 7. Run for

(b) Write a paragraph on 'Effects of social media on Society' (07)

OR

(a) Give meanings to the following: (07)

1. Pass the buck 2. Big gun 3. Tight spot. 4. Put aside 5. Write off

6. Cut down 7. cut off

(b) Write a paragraph on '*Connection between education and unemployment*' (07)

Q-5 Fill in the blanks: (14)

1. ----- is the last but the most important step of communication. (decoding, feedback)
2. Resistance to change is a ----- barrier. (Cultural, psychological)
3. Generally, ----- communication prevails in organizations. (Upward, downward)
4. Relationship listening requires ----- and ----- . (Support and empathy, support and sympathy)
5. Bombay Dyeing belongs to ----- . (Nusli Wadia, Rusy Mody)
6. ----- hero-worshipped his father. (Kumar Mangalam Birla, Uday Kotak)
7. Memorizing is the ----- step of the listening process. (First, last)
8. 'In the black' can be replaced by----- . (Successful, difficult situation)
9. ----- refers to facial expression, gesture, posture etc. (Kinesics, proxemics)
10. 'Business Standard' was bought by ----- . (Uday Kotak, Kumar Mangalam Birla)
11. BPL Mobile was launched by ----- . (Rajiv Chandrasekhar, Subhash Chandra)
12. 'Work out' means----- . (To plan, to delay)
13. "The guest is always right" is the philosophy of ----- . (Bikki Oberoi, Vijay Mallya)
14. To circulate the message in the organization, ----- is used. (Memo, notice)