

Seat No. : _____

NE-123

December-2015

F.Y. M.B.A., Integrated

Communication Skills

Time : 3 Hours]

[Max. Marks : 100

1. (a) Define & Explain the meaning of the communication. Write purpose and characteristics of communication. **10**
(b) Justify the importance of communication and discuss importance of communication in practical life. **10**
- OR**
- (b) Explain the Effective Principles of Communication and define the benefits of effective communication. **10**
2. (a) Written communication has a longer life than oral communication – Discuss. **10**
(b) How can kinesics make a communication effective ? **10**
3. (a) Classify the various direction of communication. Enumerate the benefits of upward and downward communication. **10**
(b) Define 'Para language'. How does it explains the comprehension of a message. **10**
4. Do as directed : **20**
(a) Fill in the blanks by using the most appropriate word given in the bracket. : **10**
(Any **ten**)
 - (1) The sun sets in _____ West. (a, an, the)
 - (2) We had dinner in _____ best restaurant in town. (a, an, the)
 - (3) Tim sat down on _____ chair nearest the door. (a, an, the)
 - (4) The telephone and the doorbell rang _____ the same time. (at, on, in)
 - (5) It was a short book and easy to read, I read it _____ a day. (at, in, on)
 - (6) Wisdom can be imparted only to one _____ has a desire to learn. (on, at, in)
 - (7) All _____ a child wants is its mother's love. (what, that)
 - (8) The boy _____ father is dead wants my help. (Who, Whom, Whose)
 - (9) Hari is absent because _____ is ill. (he, it, they)
 - (10) This is the school _____ I studied twenty years ago. (Where, Which, When)
 - (11) Kalidas is _____ Shakespeare of India. (a, an, the)

- (b) (i) Fill in the gaps using proper verb form (any **five**) : **5**
- (1) I found my lost pen, when I _____ to the class room. (go)
 - (2) The meeting _____ by the chief guest now. (address)
 - (3) Manubhai _____ for you since noon. (have + wait)
 - (4) The grammar topics _____ very well by us just now. (learn)
 - (5) They _____ in Delhi last year. (are, were)
 - (6) We _____ been waiting for a bus since morning. (have, has)
- (ii) Give meaning and make sentences of the following words. (any **five**) **5**
- (1) Tilak
 - (2) Desolate
 - (3) Encourage
 - (4) Funereal
 - (5) Fascinating
 - (6) Organize
5. (a) Give summary of the stories : (any **one**) **10**
- (1) Hunchback Sundari
 - (2) India is a strange country
- (b) Write a short note : (any **two**) **10**
- (1) Character sketch of Samuel
 - (2) Character of Ramu
 - (3) Gopi's relationship with his mother 'Amma'.
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