

Seat No. : \_\_\_\_\_

**AU-102**

**May-2016**

**B.B.A., Sem.-II**

**CC-113 : Communication Skills**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. Attempt any **two** short notes : **14**
- (a) Definition and process of communication
- (b) Features effective of communication
- OR**
- (a) Semantic Barriers
- (b) Cultural Barriers
2. Attempt any **two** short notes : **14**
- (a) Advantages of Oral Communication
- (b) Importance of Non-Verbal Communication
- OR**
- (a) Role of Downward Communication
- (b) Requirement of Horizontal Communication
3. Answer any **seven** questions : **14**
- (1) Why does Nandan Nilekani spend most of his wealth on social causes ?
- (2) Which change did Kumar Mangalam Birla introduce to his traditional family business ?
- (3) What is the core strength of Sunil Mittal as a businessman ?
- (4) Why did Rajeev Chandrasekhar have to fight against the government ?
- (5) What was the original family business of Azim Premji ?
- (6) Ethics of which country impressed Bikki Oberoi the most ?
- (7) Why did Nusli Wadia fight with his father ?
- (8) How did RatanTata feel at the top ?
- (9) Why did all business ventures of Vijay Mallaya fail ?
- (10) Why did Uday Kotak not join business of his family ?

4. (a) Give the meaning of any **three** business idioms: **3**
- (1) Cut corners
  - (2) Tight spot
  - (3) Pass the buck
  - (4) Bitter pill to swallow
  - (5) Drum up business
  - (6) in the red
- (b) Give meaning of any **three** business phrases : **3**
- (1) Bail out
  - (2) cut off
  - (3) hold off
  - (4) spell out
  - (5) kick back
  - (6) run for
- (c) Write a paragraph on any **one** of the following : **8**
- (1) Politics as a career
  - (2) Reality shows
  - (3) Clean India
5. Fill in the blanks with correct option : **14**
- (1) The response of the receiver is known as \_\_\_\_\_. (feedback, decoding)
  - (2) \_\_\_\_\_ is the most common barrier to effective communication. (Distance, Noise)
  - (3) Body language becomes an important factor in \_\_\_\_\_ communication. (oral, written )
  - (4) \_\_\_\_\_ communication flows from the superior to the subordinate. (Upward, Downward)
  - (5) \_\_\_\_\_ is the final stage in the process of listening. (Responding stage, Memory stage)
  - (6) To circulate message in organization, \_\_\_\_\_ is used. (memo, notice)
  - (7) Nandan Nilekani became the CEO of Infosys in \_\_\_\_\_. (2005, 2002)

- (8) Subhash Chandra earned lot of money in rice deals with \_\_\_\_\_. (Russia, Korea)
- (9) “The guest is always right.” is the philosophy of \_\_\_\_\_. (Bikki Oberoi, Vijay Mallaya)
- (10) Nusli Wadia is the owner of \_\_\_\_\_. (Bombay Dyeing, Vimal)
- (11) In the black means \_\_\_\_\_. (Go forward, successful)
- (12) Bankers hours means \_\_\_\_\_. (short work hours, difficult situation)
- (13) “Work out” can be replaced by \_\_\_\_\_. (work hard, plan/develop)
- (14) “Decrease volume” can be expressed using \_\_\_\_\_. (cut down, turn down)
- \_\_\_\_\_

