

Seat No. : _____

NF-113

November-2017

B.B.A., Sem.-II

CC-113 : Communication Skills

Time : 3 Hours]

[Max. Marks : 70

1. Discuss importance of communication and explain its process. **14**

OR

Write a note on :

- (1) Semantic barriers
- (2) Cultural barriers

2. Discuss the advantages and disadvantages of oral and written communication. **14**

OR

Explain in detail various types of listening.

3. Answer any **seven** questions : **14**

- (1) What was the turning point in Nandan Nilekani's life ?
- (2) What did Biki Oberoi do till he was 32 ?
- (3) How did Subhash enter the satellite television market ?
- (4) What was the core strength of Sunin Bharati Mittal ?
- (5) What was the biggest regret of Ratan Tata ?
- (6) Explain briefly womb to tomb policy of Birla industries.
- (7) What was the first fight that Nusli Wadia win in life ?
- (8) Explain briefly BATATA conglomerate.
- (9) Why did Uday Kotak not join family business ?
- (10) Name a few business ventures of Vijay Mallya.

4. (A) Give meanings of any **three** idioms : **3**

- (1) On top of trends
- (2) Pass the buck
- (3) Drum up business
- (4) Compare apples to oranges
- (5) Take a nose dive
- (6) In the red

- (B) Give meanings of any three business phrases: 3
- (1) Cross out
 - (2) Draw up
 - (3) Hold off
 - (4) Kick back
 - (5) Cut down
 - (6) Spell out
- (C) Write a paragraph on any **ONE** of the following : 8
- (1) Impact of social media
 - (2) Importance of co-curricular activities
 - (3) Commercialization of sports
5. Fill in the blanks with correct options : 14
- (1) 'Communaicare' is a _____ word. (Latin, French)
 - (2) Noise in the background is a _____ barrier. (Technical, internal)
 - (3) _____ communication is used for instructions and orders. (Downward, Upward)
 - (4) The process of listening starts with _____. (Hearing, Evaluating)
 - (5) Edible oil was the family business of _____. (Azim Premji, Uday Kotak)
 - (6) Sunil Mittal's father was a _____. (Politician, businessman)
 - (7) Sell like hot cakes means _____. (Sell quickly, sell efficiently)
 - (8) In the black means _____. (Successful, failure)
 - (9) Bankers hours means _____. (Short work hours, critical phase)
 - (10) Feedback is the first step of communication. _____. (True, false)
 - (11) During the process of communication, the role of the sender and receiver keeps changing. _____. (True, False)
 - (12) _____ is known as Gennext icon. (Kumar Mangalam Birla, Uday Kotak)
 - (13) Government wanted to promote _____ technology. (GSM, CDMA)
 - (14) BPL mobile was later merged with _____. (Essar, Airtel)
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