

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

**OF-104**

**October-2018**

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

**CC-113 : Communication Skills**

**Time : 2.30 Hours]**

**[Max. Marks : 70**

1. (A) Attempt given short notes : 7
  - (1) Definition and process of communication. 7
  - (2) Features of effective communication. 7

**OR**

  - (1) Linguistic Barriers. 7
  - (2) Cultural Barriers. 7
- (B) State whether given sentences are True or False : (any **four**) 4
  - (1) The last step of communication process is feedback.
  - (2) Oral communication is not considered as an authentic proof in legal matters.
  - (3) The term communication is derived from French word 'communicaire'.
  - (4) Semantic barriers can also be called interpersonal barriers.
  - (5) Technical jargons should be used to enhance the beauty of communication.
  - (6) Noise is the most common barrier to effective communication.
2. (A) Attempt the given short notes : 7
  - (1) Advantages and disadvantages of written communication. 7
  - (2) Explain oral communication and its advantages and disadvantages. 7

**OR**

  - (1) Upward communication. 7
  - (2) Diagonal communication. 7
- (B) State whether given statements are True or False : (any **four**) 4
  - (1) Diagonal communication is mostly done orally.
  - (2) Non-verbal communication solely cannot be the means of interaction in professional world.
  - (3) Downward communication prevails in professional world.
  - (4) An informal channel of communication is called 'grapevine'.
  - (5) Evaluating is the first stage of listening process.
  - (6) Interview and meetings are parts of non-verbal communication.

3. (A) Attempt the following :
- (1) Kumar Mangalam Birla's Heroworship for his father Aditya Birla. 7
- (2) Sunil Mittal's growth as a businessman. 7
- OR**
- (1) Rajiv Chandrasekhar's battle against Indian Government. 7
- (2) Multilayered Azim Premji. 7
- (B) Fill in the blanks : (any **three**) 3
- (1) Subhash Chandra earned the most from \_\_\_\_\_ deal with Russia.
- (2) Bikki Oberoi did not work till he was \_\_\_\_\_ years old.
- (3) \_\_\_\_\_ was the mentor of Nusli Wadia.
- (4) \_\_\_\_\_ newspaper was taken over by Uday Kotak.
- (5) Vijay Mallya started \_\_\_\_\_ Airlines.
4. (A) Give meanings of the following : (any **seven**) 7
- (1) \* Across the board \* Bankers hours  
 \* Company Man \* Get a break  
 \* Tight spot \* Turn down  
 \* Figure out \* Call in  
 \* hold off \* run for
- (2) Write a paragraph on any **one** of the following : 7
- \* Clean India Movement  
 \* Effects of Social Media on our Life  
 \* Importance of festivals
- OR**
- (1) Give meanings of the following : (any **seven**) 7
- \* Shell out & Put aside \* Take over  
 \* Cut off \* Write off  
 \* Drum up business \* On top of trends  
 \* In the block \* In short supply  
 \* Take a nosedive
- (2) Write a paragraph on any **one** of the following : 7
- \* Politics as a career \* Women safety in India  
 \* Communal riots
- (B) Give the meanings of any **three** : 3
- \* Sell like hot cakes \* Go about your business  
 \* Compare apples to oranges \* Break-even  
 \* Fall back on