

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

**DF-152**

**December-2018**

**F.Y. M.B.A., Integrated (Sem.-I)**

**Communication Skills**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. (A) Define and explain the meaning of Communication. Discuss the various objectives of communication. **10**

**OR**

How does the barriers affect communication process ? Explain various barriers to effective communication.

- (B) Answer briefly : **4**

(1) Explain the term 'Encoding'

(2) Communication is a two way process. How ?

2. (A) What do you understand by oral communication ? Discuss merits and demerits of oral communication. **10**

**OR**

What is Non-verbal communication ? Explain kinesics in detail.

- (B) Answer briefly : (any **two**) **4**

(1) Advantages of written communication.

(2) Enlist four space languages.

(3) Why paralanguage is an important part of oral communication.

3. (A) Define Horizontal communication. Enumerate advantages and disadvantages of Horizontal Communication. **10**

**OR**

What is upward communication ? Discuss the importance of upward communication in an organization.

- (B) Answer briefly : (any **two**) **4**

(1) Define Diagonal Communication.

(2) Demerits of Downward communication.

(3) Which direction is also known as lateral communication ?

4. Do as directed :

(A) Fill up the suitable articles in given sentences : (any **four**)

4

- (1) He entered \_\_\_\_\_ one way road.
- (2) \_\_\_\_\_ sun shines very brightly in summer.
- (3) Raj is \_\_\_\_\_ tallest boy in his class.
- (4) France is \_\_\_\_\_ European country.
- (5) The Birds are flying in \_\_\_\_\_ sky.

(B) Fill up the blanks with appropriate prepositions : (any **four**)

4

- (1) There was a long queue of people \_\_\_\_\_ the bus stop. (in, at, on)
- (2) I will be moving to a new address \_\_\_\_\_ the end of the September. (in, at, on)
- (3) I have been invited to a wedding \_\_\_\_\_ 12<sup>th</sup> December. (at, on, in)
- (4) There are some differences \_\_\_\_\_ British and American English. (between, among)
- (5) War and peace is a book \_\_\_\_\_ Tolstoy. (by, in, on)

(C) Fill up the blanks with appropriate tenses : (any **six**)

6

- (1) Nidhi has been \_\_\_\_\_ (live) in USA for 10 years.
- (2) Hundred Kilometers \_\_\_\_\_ (be) a long distance.
- (3) Ram said that he \_\_\_\_\_ (come) to India last year.
- (4) The population of world \_\_\_\_\_. (increase) very fast.
- (5) It was warm, so I \_\_\_\_\_ (Take) off my coat.
- (6) See, they \_\_\_\_\_ (be) playing cricket.
- (7) The sun \_\_\_\_\_ (set) in the west.

5. (A) Answer in brief : (any **five**)

10

- (1) Why was the king's arena built ?
- (2) Why did the black boy refrain himself from going out ?
- (3) Comment on the ironic ending of the story 'The Sniper'.
- (4) Why does O'Henry call Jim and Della the Magi ?
- (5) Comment on the title of the story 'The lady, or the Tiger'.
- (6) When did the Astrologer generally start his day's business ?

(B) Write brief note on any **one** :

4

- (1) The love between Della and her Husband in the story 'The Gift of Magi'.
  - (2) The ending of the story 'The lady, or the Tiger' ?
- \_\_\_\_\_