

Seat No. : _____

ZN-115

May-2014

B.B.A. Sem.-II

CC-113 : Communication Skills

Time : 3 Hours]

[Max. Marks : 70

1. Communication is the only activity which is performed all the time. Discuss it with the theme of Importance of Communication. **14**

OR

- (a) Discuss Psycho-sociological barrier to communication in detail. **7**
(b) A communication process without provision of the feedback is not an effective communication. Discuss it. **7**

2. (a) Write in detail about Horizontal and Grapevine communication. **7**

OR

Listening is one of the essential skills of communication. Discuss it.

- (b) Computer is a multitasker equipment and helps in every human activity. Discuss it. **7**

OR

Analyse the effective role of Oral communication in business organization with its advantages and disadvantages.

3. Answer any **seven** of the following questions : **14**

- (1) What was the turnover of Infosys between 1991 to 1999 ?
- (2) How Kumar Mangalam changed the traditional culture of his business ?
- (3) How Suzuki genset business went well for Sunil Mittal ? What happened later ?
- (4) What Rajeev Chandrashekhar did after coming to India from U.S. ?
- (5) Discuss about Azim Premji's nature. How he handles his business ?
- (6) Subhash Chandra is known as the Father of Indian Commercial TV Revolution. Comment on it.
- (7) Where in abroad Bikki owns his hotels ? How he expanded business into different corners of the world ?
- (8) How Nusli survived Bombay Dyeing ? Which were the toughest competitors at that time ?
- (9) Why Uday Kotak is known as a man of calculation ? What was his contribution into family business ?
- (10) How Vijay Mallya stood firm in all the obstacles ?

- 2

- (3) Which of the following is an audio aid of non-verbal communication ?
(a) Poster (b) Hoardings (c) Bell (d) None
- (4) One of the drawbacks of an e-mail is
(a) It is transparent (b) Viruses
(c) Unwanted messages (d) Buffers
- (c) Match the following :

- | A | B |
|--------------------|-----------------------------------|
| (1) Banker's hours | (a) To pay unnecessarily |
| (2) Tight spot | (b) Short work hours |
| (3) Top of trends | (c) Money paid illegally |
| (4) Cut off | (d) A difficult situation |
| (5) Kick back | (e) Be aware about modern updates |
| (6) Shell out | (f) Interrupt; sever |
-

