

N28-132

December -2014

**F.Y. M.B.A. (KS) Integrated
Communication Skills**

Time : 3 Hours]

[Max. Marks : 100

- Instructions :** (1) All questions are compulsory.
(2) All questions carry equal mark.

1. (A) Explain the following terms in detail : **10**
(i) Mehrabian model
(ii) Grapevine communication

- (B) “Many times our audience doesn’t receive the exact message that we intend to give”. Discuss the causes behind it. **10**

2. (A) Differentiate between oral and written type of communication. **10**
(B) Explain the non-verbal type of communication that is based on the concept of “Personal space”. **10**

OR

Discuss at length the different forms of non-verbal communication like kinesics, paralanguage and proxemics. **20**

3. (A) “Effective communication comprises of both upward and downward communication”. Elaborate this statement. **10**
(B) Give a detailed description on any **one** of the following : **10**
(i) Horizontal communication
(ii) Diagonal communication

4. (A) Fill in the blanks with appropriate tenses using the following verbs : **5**
(read, hear, wait, clean, stand)
(i) I love this book, I _____ it 4-5 times already.
(ii) He said that his mother would be very upset when _____ that he missed school.
(iii) Where is he ? I _____ for him since 8 O’clock.
(iv) Who _____ your house when your mom is away.
(v) She _____ in the kitchen when she heard the car honking.

(B) Fill in with appropriate prepositions : 5

- (i) It is very dangerous to put your hand _____ the electric socket.
- (ii) You have to live _____ the decisions that you have made.
- (iii) All parents are anxious _____ the safety of their children.
- (iv) All kids love to play video games but _____ my opinion it effects development.
- (v) You can't hide _____ your mother's back all the time.

(C) Write the synonyms for the following words and use them in a meaningful sentence. 5

- (i) Stubborn
- (ii) Tactics
- (iii) Fascinating
- (iv) Sluggish
- (v) Reluctant

(D) Identify the parts of speech and frame a sentence potraying its meaning : 5

- (i) Was reaching out
- (ii) Collaborating
- (iii) Has decided
- (iv) Tense
- (v) Upon

5. Attempt any **four** among the following : 20

- (A) Give an account of Gopi's relationship with his mother in "The tattered blanket".
 - (B) Why does Ramu feel anxious when Panditji first reveals to him the news about the mad dog ?
 - (C) What does Narayan mean by saying that Albert Mission School has withstood similar prayers before ? Why is the story entitled "Father's Help" ?
 - (D) Give an account of how Dinu's imagination runs riot.
 - (E) Why did Miss Krishna like to acquire beautiful things ?
-