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2504N051

M.Sc. I.T. (Sem.-1) (Animation & VFX) Examination

Communication Skill-1

Time:	2-30	Hours]
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April 2019

[Max. Marks: 70

Instructions:

- 1. Figures to the right indicates full marks
- 2. Neat diagrams must be drawn wherever necessary.

Q. 1)

A) Explain the concept of negotiation.

(14 Marks)

OR

List and explain the major elements of negotiation preparation.

B) Choose the appropriate option for the given question:

(4 Marks)

- 1. ____is not an example of a nonverbal message.
- a. A stern and serious expression b. Laughte
 - b. Laughter c. A letter
- d. A handshake

- 2. The sender is sometimes known as the
 - a. Recorder
- b. Encoder
- c. Decider
- d. Beginner
- 3. The element of communication that is not common to both the encoder and the decoder is
 - a. Attitudes
- b. Experiences
- c. Communication ability
- d. None of the above
- 4. The 'grapevine' is a source of information. It is a form of
 - a. Lateral communication

b. Informal communication

c. Downward communication

d. None of the above

Q.2)

A) Explain different ways to resolve conflicts.

(14 Marks)

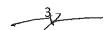
OR

Explain the impact of praise on others.

P. T. 0

	a de la constitue de	(4 Marks)
B) Choose the	appropriate option for the given question:	
1. One of	the following is not an example of psychological noise	•
آ ه	Hostility b. Fear c. Defensiveness u. Hoadache	
2. Sounds	s that distract communicators fall into the category of	J. Mong of the above
а.	Physical noise b. Psychological noise c. Physiological noise	u. None of the above
3 Voice	avalities include all of the following except	
	Volume b. Gestures c. Rate of speech d. Pronunciation	n
	Later Count to	
	Pitch of the voice b. Rhythm of speech c. Rate of speech	d. Articulation of speech
a.	. Pitch of the voice	
- A)		
Q. 3)	Lin bornious to listening	(14 Marks)
A) List and	explain barriers to listening	
	OR	•
Explain	the concept of non-verbal communication	V
	(Any Three)	(3 Marks)
B) Choose th	ne appropriate option for the given question: (Any Three)	
1.	Gestures should then words	
	a. Be maximum and convey more than words	
	b. Be minimal and should not convey anything	
	c. Be moderate and should reinforce or complement the speech	
	d. None of the above	
	I Letans to you his	hands crossed, leaning back
2.	You are presenting a new idea to your boss. He listens to you, his	TAMES OF THE PARTY
	in his chair, with a stern expression. It shows	
	a. He is very keen on your idea	
	b. He is not open to your idea	₩.
	c. He is relaxed and attentive	
	d. He wants you to change your idea	·
		langle in between can
3.	An individual trying to speak fast, with an irregular rhythm and l	long bleaks in between can
	indicate	
	a. A speaking disorder or nervousness	
	b. Excitement	
	c. Confidence and authority	
	d. Calmness or sense of purpose	
	2	

a. Content b. Delivery c. Speaker d. Subject (14 Mark A) Imagine you are the Marketing Executive of a special, edible Ink Manufacturing Companyour regular customers, a candy manufacturer, has asked you to supply 20 bottles of Red Ink in a of increased demand for his candies in the near future. Unfortunately, you can only supply 5 bottime. However, you can supply 20 bottles of Blue Ink. Write a letter to your customer explaiternative and suggest that the Blue Ink can be bought this time. (Minimum 150 words) OR Imagine you are the Director of a popular Cold Drinks Manufacturing company. A group of stuthe local university approach you for sponsorship of the Annual University Festival. As the Dicompany allows you to sponsor such events, as they are a good marketing and advertising pla students request you for a sponsorship of Rs.1,00,000 to be paid in cash before the event begin	ny. One of nticipation ttles at this aining the dents from
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however, not very enthusiastic about this particular festival but you think 5the company can sponsor Rs.20,000. The payment can only be made by cheque after the event is over. Write a letter, the student representative, Manoj, about the alternative. (Minimum 150 words)	is. You are onsor up to
B) Choose the appropriate option for the given question: (Any Three) (3 M	arks)
1. If a bad news letter begins with a refusal and then follows it up with an explanation for the re	efusal
a. The reader will most likely read the explanation	
b. The reader will accept the explanation with an open mind	
c. The reader will most likely not read the explanation with an open mind	
d. None of the above	
2. Letters about the unpleasant begin with	
i. A neutral idea that leads to the reason for refusal	
ii. A clear statement of the refusal	
iii. A statement that leads the reader to expect good news	
a. i & iii b. i & ii c. ii & iii d. i only	
3. In a letter conveying bad news, explanations for the refusal have to appear to the reader.	
a. Fair and realistic b. Fair and flexible c. Fair and negotiable d. Fair and based	on notion



b. Attention, interaction, desire, actiond. Attention, interest, direction, action

4. What are the four phases of the AIDA plan?a. Attraction, interest, desire, action

c. Attention, interest, desire, action

