

Tilak Maharashtra University

Bachelor of Business Administration (Distance)

(Semester - II) - Internal Evaluation

COMMUNICATION SKILLS

Marks : 80

Code : 71215

Note:

- ❖ The Paper Consist of two sections I & II
 - ❖ Section I & II are Compulsory
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SECTION – I

- Q. 1** a) Explain in brief ‘Oral Communication’ with its merits and demerits. (15)
OR
b) Explain in brief the merits and demerits of non-verbal communication.
- Q. 2** a) Explain the concept of communication cycle. (15)
OR
b) Which are the barriers to listening created by the communicated?
- Q. 3** a) What do you mean by ‘Group Communication’? How does it takes place? (15)
OR
b) Explain the role of facial expressions.
- Q. 4** Write short notes (Any three) (15)
a) Physical barriers
b) Courtesy
c) Audio signals in non-verbal communication
d) Modes of delivery
e) Figures of speech in communication

SECTION – II

Q.5 Choose appropriate option (All questions are compulsory.) (20)

1. Communication which flows between people who are neither in the same department nor on the same level of hierarchy is known as :
- a) Vertical Communication
 - b) Diagonal Communication
 - c) Upward Communication
 - d) None of the above

2. As we know that co-ordination is key factor for organizational working. Which factor promotes co-ordination :
 a) Budgeting b) Cost c) External data d) Communication
3. Managers need special skills to deal with :
 a) Lateral Communication b) Diagonal Communication
 c) Downward Communication d) Grape-vine.
4. Public speaking essentially involves :
 a) Collection of data b) Developing a style
 c) Speeches and oral presentations d) Non-verbal communication
5. An average public speaker can deliver –
 a) 90 to 100 words per minute b) 100 to 110 words per minute
 c) 110 to 120 words per minute d) 125 to 150 words per minute
6. The most important principle of good communication is to follow what is known as the ABC rule, this statement is
 a) Correct b) Wrong
7. Comprehension means understanding
 a) Correct b) Wrong
8. Communication –barrier which arises due to the meaning of words is known as :
 a) Psychological barrier b) Cultural barriers
 c) Semantic barrier d) Status blocks
9. There are some words, acronyms or abbreviations, which are peculiar to a particular field or profession are known as :
 a) Idioms b) Paren thesis
 c) Jargon d) Ellipses
10. Music is important with reference to
 a) Business communication b) Dyadic communication
11. The space or distance between the communicator and the communicated while they are in face-to-face communication is known as :
 a) Body language b) Proximics
 c) Spoonerism d) Animation
12. Slang is
 a) Form of language b) Phrases, idioms

13. Fast speech is a sign of great intelligence
a) True b) False
14. Mass medium message is individual in nature
a) Correct b) Wrong
15. Vocabulary refers to the knowledge of the maximum no. of words.....
a) Correct b) Wrong
16. Interferences or Obstacles which limit the receiver's understanding of messages in the process of communication are known as :
a) Frozen evaluation b) Polarization c) Abstractions d) Barriers
17. Use of inoffensive words or expressions means
a) Euphemism b) Spoonerism
18. Perception means understanding
a) Correct b) Wrong
19. Conciseness of letter means it is not too short or too long in length
a) Correct b) Wrong
20. Another form of failure in the process of communication is to neglect middle ground and treat them strictly as 'either-or affairs'. This tendency is known as :
a) Evaluation b) Discrimination c) Polarization d) Comprehension