

Roll No. _____

Total no of page-1

Examination May-2014

Communication -1

BSBC 101

Paper ID-B1107

Time: Three Hrs

Max. Marks: 60

Note: Section A is compulsory. Attempt any four questions from Section B.

Section A

Write short answers:

- | | | |
|----|---|------|
| Q1 | <ul style="list-style-type: none">i. Explain two attractive reading outcomes?ii. What is visual wandering?iii. Can Body language of a person communicate more than his words?iv. What is vertical communication?v. What is coding and decoding?vi. What is Reading to Interpret?vii. Change from Direct to indirect speech:
He said, "Do you go to school every day?"
"Don't forget your bag," she told me.viii. Draft an advertisement for a manager's job.ix. What are the basics of good writing?x. What is active listening? | 2*10 |
|----|---|------|

Section B

- | | | |
|----|---|----|
| Q2 | What is communication? Explain the process of communication. | 10 |
| Q3 | List the various barriers to communication? How can semantic barriers be tackled? | 10 |
| Q4 | "A good listener is a silent flatterer" Do you agree with this? | 10 |
| Q5 | What is the importance of planning and organizing while preparing a presentation? | 10 |
| Q6 | Give a brief note about reading tactics and strategies with examples? | 10 |
| Q7 | Write a business letter for cancellation of order? | 10 |

————— End —————