

MJ-104

May-2018

B.B.A., Sem.-II**CC-113 : Communication Skill**

Time : 3 Hours]

[Max. Marks : 70

1. Discuss Communication and its process in detail. Support your answer with diagrams. 14
- OR**
- (a) Explain in detail Physical Barriers. 7
- (b) Discuss Psycho-Sociological Barriers. 7
2. Explain Verbal and Non-verbal communication and discuss the importance of Non-verbal Communication. 14
- OR**
- (a) Listening is an essential skill. Explain the statement and mention various types of listening. 7
- (b) The advantages of Downward communication. 7
3. Answer any seven of the following questions : 14
- (1) Who were the probable successors of JRD Tata ?
 - (2) Which rumours angered Vijay Mallaya ?
 - (3) When was UdayKotak seriously injured ?
 - (4) How did Nusli takeover Britannia ?
 - (5) Which vow did Subhash and his family members take ?
 - (6) How did AzimPremji feel about being rich ?
 - (7) Why did Rajeev pull out of BPL ?
 - (8) What was the turning point in Sunil Mittal's life ?
 - (9) What is Kumar Mangalam's passion ?
 - (10) Which meeting changed Nandan's life ?
4. (a) Explain the meaning of any three of the following idioms : 3
- (1) Go about your business.
 - (2) In the red.
 - (3) Cut corners.
 - (4) Sell like hotcakes.
 - (5) Calculated risk.

(b) Explain the meaning of any **three** of the following phrases :

3

- (1) Draw up
- (2) Cross out
- (3) Buy out
- (4) Hold off
- (5) Run for

(c) Write a paragraph on any **one** of the following :

8

- (1) Water scarcity
- (2) My favourite sports star
- (3) Importance of relaxation in today's hectic lifestyle.

5. Do as Directed :

(a) Fill in the blanks with correct option :

8

- (1) Men of Steel is written by _____. (Ratan Tata/VirSanghvi)
- (2) Nandan Nilekani's first salary was rupees _____. (1000/1200)
- (3) The sim-sim saga belongs to _____. (Sunil Mittal/Vijay Mallaya)
- (4) _____ was hugely inspired by the Western upmarket hotels like the Regent chain of hotels. (Azim Premji/Bikki Oberoi)
- (5) Life began at forty for _____. (Rajeev Chandrasekhar/Subhash Chandra)
- (6) Subhash Chandra is the owner of _____ tv. (Star/zee)
- (7) Interview and Meetings are part of _____ communication. (oral/written)
- (8) Body Language is very important in _____. (oral communication/written communication)

(b) Match the following :

6

A	B
Turn down	Bad news
Take a nosedive	decrease volume
Figure out	collapse
Drum up business	plan
Work out	to create business
Bitter pill to swallow	find an answer