

Seat No. : \_\_\_\_\_

**XT-117**

**April-2013**

**BBA Sem.-II**

**CC-113 Communication Skills**

**Time : 3 Hours]**

**[Max. Marks :70**

1. (A) Define and discuss the process of communication in detail. 7  
**OR**  
Write a detailed note on features of effective communications.
- (B) Write a detailed note on Physical or mechanical barriers to effective communication. 7  
**OR**  
What are Psycho-sociological barriers to effective communication. Explain them in detail.
2. (A) Write a detailed note on Verbal Communication. 7  
**OR**  
Explain in detail Body language.
- (B) Write a detailed note on upward/grapevine communication. 7  
**OR**  
Discuss the importance of computer as a medium of communication and ethics related to it.
3. (A) Answer the following questions in brief : 8  
(1) Explain the concept of 'the un-Marwari Company' ?  
(2) Which business group had a womb-to-tomb policy ? Explain this policy in detail.  
(3) Which lessons did Sunil Mittal learn during his stay at Bombay ?  
(4) Why did Rajeev pull out of BPL ?  
**OR**  
Answer in brief :  
(1) How did Rajeev come to Bangalore from the US ?  
(2) Why was Sunil Mittal out of business in 1983 ?  
(3) Where did the author meet Kumar Manglam for the first time ?  
(4) Why did Narayan Murthy walk out of Patni group ?



- (B) Answer in short : 6
- (1) Why did Ratan Tata think that Rishi Modi would be the next head of Tatas ?
  - (2) Which business ventures did Vijay make until 1980s ? What were the outcomes ?
  - (3) Write a note on Uday Kotak's family background ?

**OR**

Answer the following questions briefly :

- (1) Why did Nusli's father decide to quit the textile business ?
- (2) How did Subhash enter the satellite Television market ?
- (3) Elucidate the other side of Azim Premji's life.

4. (A) Give meanings of the following idioms : 3
- (1) To dot your I's and cross your t's
  - (2) Take a nosedive
  - (3) In the red

- (B) Match the business phrases given in A with their meanings given in B : 3

A	B
1. Draw up	(a) Close permanently
2. Close down	(b) Reduce in quantity
3. Cut down	(c) Write

- (C) Write a paragraph of around 200 words on any one of the following topics : 8
- (1) Corruption in India
  - (2) Pollution
  - (3) My favourite movie
  - (4) All that glitters is not gold

5. Multiple choice questions : 14

- (1) Big gun means
 

(a) a leader	(b) a weapon
(c) an equipment	(d) a game
- (2) In the black means
 

(a) a colour	(b) fashion
(c) successful or making money	(d) popular
- (3) Bitter pill to swallow
 

(a) bad news	(b) bad taste
(c) medicine	(d) bad debt
- (4) Turn down means
 

(a) reduce in quantity	(b) develop
(c) decrease volume	(d) eliminate



- (5) Who is the writer of the book 'The World is Flat' ?  
(a) Vir Sanghvi (b) Nandan Nilekani  
(c) Narayan Murthy (d) Thomas Friedman
- (6) Who is known as Gennext icon ?  
(a) Uday Kotak (b) Kumar Manglam Birla  
(c) Azim Premji (d) Rajeev Chandrasekhar
- (7) Which mobile company is owned by Sunil Mittal ?  
(a) Aircel (b) Vodafone  
(c) Uninor (d) Airtel
- (8) Who begins the process of communication ?  
(a) Sender (b) Message  
(c) Receiver (d) Content
- (9) Which of the following is an audio aid of non-verbal communication ?  
(a) Colour (b) Sign  
(c) Buzzer (d) Poster
- (10) Colour usually has a \_\_\_\_\_ effect.  
(a) emotional (b) psychological  
(c) literary (d) political
- (11) \_\_\_\_\_ is the last step in the process of two-way communication.  
(a) Encoding (b) Decoding  
(c) Feedback (d) Message
- (12) Which channel of communication is responsible for spreading rumours ?  
(a) Consensus (b) Upward  
(c) Downward (d) Informal
- (13) Which form of communication is orders and instructions ?  
(a) Vertical (b) Horizontal  
(c) Downward (d) Upward
- (14) Which activity does the process of listening start with ?  
(a) Hearing (b) Evaluation  
(c) Interpretation (d) Response
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