

ZN-115

May-2014

B.B.A. Sem.-II

CC-113 : Communication Skills

Time : 3 Hours]

[Max. Marks : 70

1. Communication is the only activity which is performed all the time. Discuss it with the theme of Importance of Communication. **14**

OR

- (a) Discuss Psycho-sociological barrier to communication in detail. **7**
(b) A communication process without provision of the feedback is not an effective communication. Discuss it. **7**

2. (a) Write in detail about Horizontal and Grapevine communication. **7**

OR

Listening is one of the essential skills of communication. Discuss it.

- (b) Computer is a multitasker equipment and helps in every human activity. Discuss it. **7**

OR

Analyse the effective role of Oral communication in business organization with its advantages and disadvantages.

3. Answer any **seven** of the following questions : **14**

- (1) What was the turnover of Infosys between 1991 to 1999 ?
- (2) How Kumar Mangalam changed the traditional culture of his business ?
- (3) How Suzuki genset business went well for Sunil Mittal ? What happened later ?
- (4) What Rajeev Chandrashekhar did after coming to India from U.S. ?
- (5) Discuss about Azim Premji's nature. How he handles his business ?
- (6) Subhash Chandra is known as the Father of Indian Commercial TV Revolution. Comment on it.
- (7) Where in abroad Bikki owns his hotels ? How he expanded business into different corners of the world ?
- (8) How Nusli survived Bombay Dyeing ? Which were the toughest competitors at that time ?
- (9) Why Uday Kotak is known as a man of calculation ? What was his contribution into family business ?
- (10) How Vijay Mallya stood firm in all the obstacles ?

4. (a) Explain the meaning of any **three** of the following idioms : 3
- (1) Cut corners
 - (2) In short-supply
 - (3) Drum up business
 - (4) Pass the buck
 - (5) Go about your business
- (b) Explain the meaning of any **three** of the following phrases : 3
- (1) Buy out
 - (2) Draw up
 - (3) Spell out
 - (4) Put aside
 - (5) Work out
- (c) Write a paragraph on any **one** : 8
- (1) Qualities of a true leader
 - (2) Need for Women Empowerment
 - (3) Technology
5. Do as directed : 14
- (a) Choose the correct option in the following questions :
- (1) Who was the Telecom Minister, in 1996 to whom Rajeev Chandrashekhar met for telecom bid ?
 (a) Balaram (b) Sudaram (c) Sukhram (d) Rajivram
 - (2) Grasim is the product of _____
 (a) K.M. Birla (b) Reliance (c) Wadia brothers (d) Premji
 - (3) Uday Kotak got _____ when a ball hit on his head.
 (a) Brain tumour (b) Heart attack
 (c) Hemorrhage (d) None of the above
 - (4) The loneliest moment for Ratan Tata was when Telco lost _____ crore and critics remarked that he did not do good job.
 (a) 400 (b) 600 (c) 500 (d) 700
- (b) Fill in the gaps :
- (1) When Jaya thinks to speak something, which activity she is performing ?
 (a) Selecting (b) Decoding (c) Encoding (d) None
 - (2) When a listener does not understand specific terminology that barrier is known as ?
 (a) Cultural (b) False assumption
 (c) Technical jargon (d) None

- (3) Which of the following is an audio aid of non-verbal communication ?
(a) Poster (b) Hoardings (c) Bell (d) None
- (4) One of the drawbacks of an e-mail is
(a) It is transparent (b) Viruses
(c) Unwanted messages (d) Buffers

(c) Match the following :

- | A | B |
|--------------------|-----------------------------------|
| (1) Banker's hours | (a) To pay unnecessarily |
| (2) Tight spot | (b) Short work hours |
| (3) Top of trends | (c) Money paid illegally |
| (4) Cut off | (d) A difficult situation |
| (5) Kick back | (e) Be aware about modern updates |
| (6) Shell out | (f) Interrupt; sever |

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