

13E-106

May-2015

B.B.A, Sem.-II

CC-113 : Communication Skills

Time : 3 Hours]

[Max. Marks : 70

1. Good communication is an essential tool in achieving productivity and maintaining strong social and working relationships at all levels in an organization. Discuss it with the importance of communication. **14**
- OR**
- (a) Discuss the effective role of feedback in Communication. **7**
- (b) Psycho-Sociological Barriers **7**
2. (a) Discuss the concept of Written Communication with its benefits and limitations. **7**
- OR**
- Listening is essential than any other skills. Discuss it and mention different types of listening.
- (b) Discuss the effective role of Downward communication in the business organization. **7**
- OR**
- Computer has truly transformed the way people think, act, work and behave. Discuss the same with the role of computer as a medium of modern communication.
3. Answer any **seven** of the following questions : **14**
- (1) Why Nandan Nilekani gives importance to ideas behind the success of Infosys ?
 - (2) How Kumar Mangalam changed the traditional culture of his business ?
 - (3) What two experiences / lessons Sunil Mittal learned from Mumbai ?
 - (4) What Rajiv Gandhi asked to Rajeev Chandrashekhar to do by coming to India ?
 - (5) Azim Premji is known as shy by nature. Comment on it.
 - (6) How Subhash Chandra started television sector over the period of time ?
 - (7) How Uday Kotak was as a student ?
 - (8) What knowledge Bikki Oberoi gained after his years of travelling experience ?
 - (9) How was Vijay Mallya's childhood ?
 - (10) Ratan Tata faced lot of difficulties during his professional tenure. Discuss it.

4. (a) Explain the meaning of any **three** of the following idioms : 3
- (1) Calculated risk
 - (2) Tight spot
 - (3) Company man
 - (4) Go about your business
 - (5) Throw money at something
- (b) Explain the meaning of any **three** of the following phrasal verbs : 3
- (1) Back out of
 - (2) Kick back
 - (3) Cut down
 - (4) Check into
 - (5) Run for
- (c) Write a paragraph on any **one** of the following : 8
- (1) Women safety is necessary
 - (2) Traffic Nuisance
 - (3) Role of Mass Media
5. Do as Directed : 14
- (a) Choose the correct option from the following questions :
- (1) What is unnoticed and unidentified interference in the communication process ?
 (a) Channels (b) Decoding (c) Noise
 - (2) When Dhaval thinks to reply, which process he is under passing ?
 (a) Decoding (b) Encoding (c) Transforming
 - (3) A communication error which happens through self-centred attitude belongs to _____.
 (a) Physiological barriers
 (b) Psycho-sociological barriers
 (c) Cultural barrier
 - (4) While being silent, one may communicate with own self called as _____ communication.
 (a) intrapersonal (b) interpersonal (c) transactional
 - (5) This is not the advantage of Oral Communication.
 (a) Cost saving (b) Effective Media (c) Poor retention
- (b) Choose the correct option from the following questions :
- (6) Sunil Bharati Mittal's problem started when _____ technology was going to be launched.
 (a) Rubicom (b) GSM (c) CDMA

- (7) After Bombay Dyeing, Nusli Wadia has jumped into _____.
- (a) Krack Jack (b) Britannia (c) Sun-feast
- (8) Only the old _____ supported Ratan Tata which he would never forget.
- (a) Dr. Kalyani
(b) Dr. Kamla Sharma
(c) Dr. Dharma Kant
- (9) Grasim is the product of _____.
- (a) K.M. Birla
(b) Wadia Brothers
(c) Reliance

(c) Match the following :

A	B
1. Hold off	– to be very careful; to pay attention
2. Write-off	– aware about latest the trends/tastes
3. Turn down	– remove from a business record
4. On top of trends	– decrease in volume
5. To dot your I's and cross your t's	– delay; restrain

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