

Seat No. : _____

AD-103

April-2019

BBA, Sem.-II

CC-113 : Communications Skills

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Attempt the following short notes :

- (1) Definition and process of communication.
- (2) Features of effective communication.

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OR

Attempt the following short notes:

- (1) Physical barriers
- (2) Semantic barriers

(B) State whether the given statements are True or False : (any **four**)

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- (1) Filtering is the process of reducing the details of the message.
- (2) Resistance to change is a cultural barrier.
- (3) Communication is a static process.
- (4) The source and the transmitter refer to the sender.
- (5) Selection of a medium is a function of the receiver.
- (6) Feedback is also called response.

2. (A) Attempt the following short notes :

- (1) Para language
- (2) Time and Space language

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OR

Attempt the following short notes:

- (1) Objectives of downward communication.
- (2) Advantages of diagonal/crosswise communication.

(B) State whether the given statements are True or False : (any **four**)

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- (1) The study of speech is known as Kinesics.
- (2) The method of grapevine is a random process.
- (3) Upward communication generally prevails in organizations.
- (4) Downward communication does involve the subordinates in the decision making process.
- (5) Politicians are usually the critical listeners.
- (6) Memorizing is the last step of listening process.

3. (A) Answer the following questions briefly : 14
- (1) What did Nandan Nilekani realize at IIT Mumbai ?
 - (2) What was womb to tomb policy and which company had it ?
 - (3) What was the turning point in Sunil Bharti Mittal's life ?
 - (4) What was the BATATA conglomerate ?
 - (5) How does Azim Premji feel about being one of the richest Indians ?
 - (6) How does Bikki Oberoi deal with complaints ?
 - (7) Why did Vijay Mallya fail in multiple business ventures ?

OR

Write the short notes : (any **two**)

- (1) Nusli Wadia : A man of controversies
- (2) Contribution of Uday Kotak in Indian financial sector.
- (3) Grain gain in the life of Subhash Chandra.

- (B) Fill in the blanks : (any **three**) 3

- (1) _____ was likely to be the successor of J.R.D. Tata. (Ratan Tata, Nani Palkhiwala)
- (2) _____ was the head of Tata Steel. (Rusi Mody, Nani Palkhiwala)
- (3) _____ airline was launched by Vijay Mallya. (Kingfisher, Jet Airways)
- (4) Business Standard was bought by _____. (Uday Kotak, Kumar Mangalam Birla)
- (5) BPL Mobile was finally sold to _____. (Ruia of Essar/Hutch, Airtel)

4. (A) (1) Give meanings of the following : (any **seven**) 7

- Pass the buck
- Tight spot
- Banker's hours
- In the red
- Big gun
- Kick back
- Cut down
- Draw up
- Run for
- Turn down

- (2) Write a paragraph on any **ONE** :
- (1) Role of a woman in modern society.
 - (2) Impact of Social Media.
 - (3) Clean India campaign.

(B) Fill in the blanks : (any **three**)

- (1) Work out means _____. (to plan, to delay)
- (2) Check into means _____. (to investigate, to eliminate)
- (3) Back out of refers to _____. (to desert, to restrain)
- (4) Cut corners means _____. (to economize, to combine)
- (5) On top of trends refers to _____. (modern, traditional)
- (6) 'In the black' can be replaced by _____. (successful, difficult situation)

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