

Seat No. : 01234

MG-102

May-2023

BBA, Sem.-II

CC-113 : Communication Skills

Time : 2:30 Hours]

[Max. Marks : 70

1. ✓(A) Discuss the process of Communication in detail. 7
✓(B) Explain Psycho-Sociological barriers in detail. 7
OR
(A) Discuss the importance of Feedback in Communication. 7
(B) Explain Cultural Barriers in detail. 7
2. ✓(A) Define Verbal Communication. Explain Oral and Written communication in detail. 7
✓(B) Explain Types of Non-Verbal Communication. 7
OR
(A) Define Listening. Explain types of Listening. 7
(B) Write a note on Grapevine as Important channel of Informal Communication. 7
3. (A) Write a Short note on any **one** of the following. 7
✓(1) Ratan Tata
(2) Azim Premji
(B) Write a Short note on any **one** of the following. 7
(1) Kumar Manglam Birla
(2) Uday Kotak
OR
(A) Write a Short note on any **one** of the following. 7
(1) Vijay Mallya
(2) Bikki Oberoi
(B) Write a Short note on any **one** of the following. 7
(1) Nusli Wadia
(2) Sunil Mittal
4. (A) Give meanings of below mentioned Business Idioms/Phrasal Verbs : (Any 07) 7
(1) Big Gun (8) Calculated Risk
✓(2) Banker's Hours ✓(9) Sell like Hotcakes
(3) Bitter pill to swallow ✓(10) Write off
(4) Cut off ✓(11) Check into
✓(5) Break Even (12) Hold off
✓(6) Cut corners (13) Close out
✓(7) In the Black (14) Take a Nosedive

(B) Write a paragraph in around 500 words on any one topic.

7

- ✓(1) Global Warming
- (2) Digital India
- (3) A day without Mobile
- (4) India of My Dreams

5. Do as Directed : (Any 07)

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- (1) The Response of the Receiver is known as _____.
 - (a) Feedback
 - (b) Decoding
 - (c) Encoding
- (2) _____ is the most common barrier to effective communication.
 - (a) Distance
 - (b) Noise
 - (c) Attitude
- (3) Technical Jargon is a type of semantic Barrier. (True/False)
- (4) Downward Communication process runs from Lower level to Upper level. (True/False)
- (5) Gossip chain is a type of Grapevine communication concept. (True/False)
- (6) 'Minutes' is not a type of written record. (True/False)
- (7) Who is described as 'Lonely at the top' in the book 'Men of Steel' ?
 - (a) Ratan Tata
 - (b) Azim Premji
 - (c) Uday Kotak
- (8) Uday Kotak's family business was _____.
 - (a) Fruit merchant
 - (b) Stock broking
 - (c) Cotton Trading
- (9) "The Guest is always Right" is the Philosophy of _____.
 - (a) Bikki Oberoi
 - (b) Nusli Wadia
 - (c) Kumar Manglam Birla
- (10) 'Back out of' means - _____.
- (11) 'In the Red' means - _____.
- (12) 'On Top of Trends' means - _____.