CB 60:40

## TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

**EXAMINATION: JUNE - 2022** 

## **SEMESTER - II**

**Sub.: Communication Skills (BBA15-216)** 

Date: 20/06/2022 Total Marks: 60 Time: 10.00am t				11me: 10.00am to 12.30pm
<ul><li>Instructions: 1) All questions are compulsory.</li><li>2) Figures to the right indicate full marks.</li></ul>				
Q. 1.		Choose the most appropriate	e option.	(05)
1.		The medium allows control over the content by only one person.		
		a) interpersonal	b) mass	
		c) new medium	d) none of these	
2.		are inoffensive expressions used in place of words that may offend or suggest		
		something unpleasant.	1) F1	
		<ul><li>a) Jargons</li><li>c) Polarization</li></ul>	b) Euphemism d) Slang Language	
	3.	barriers are relate	, ,	
	٥.	a) Internal	b) Verbal	
		c) Non-verbal	d) External	
	4 communication is the exchange of information among employees in diffe		employees in different	
		units who are neither sub-ordinate nor superior to each other.		
		a) Upward	b) Downward	
	_	c) Horizontal	d) Cross-channel	
	5 is a message transmitted electronically over a computer network most			omputer network most
		often connected by a cable, telephone lines or satellites. a) E-mail b) Report		
		c) Letter	d) Memo	
		0) = 0	G) 1.101110	
Q. 2.		State True / False		(05)
	1. Through Dyadic communication, one can communicate to masses.			
		a) True	b) False	
	2.	In upward communication, the flow of communication is from superiors to sub- ordinates.		periors to sub-
		a) True	b) False	
	3.	Grapevine communication is a kind of formal communication.		
		a) True	b) False	
	4.	Written communication can be used as evidence.		
		a) True	b) False	
	The more explanation one gives, the more it is easy for the listener to remember the information.		r to remember the	
			to remember the	
		a) True	b) False	
Q. 3.		Write Short notes on (Any T	hree)	(15)
-	1.	Grapevine Communication		, ,
	2.	Oral Communication		
	3.	External Communication		
	<i>3</i> . 4.	Importance of Listening		
	<del>4</del> . 5.	Non-Verbal communication		
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## Q. 4. Answer in detail (Any Two)

(20)

- 1. State and explain the forms in which non-verbal communication takes place.
- 2. What are the functions of communication?
- 3. Describe the barriers to communication and how to overcome them.

## Q. 5. Case study (Any One)

(15)

- 1. Swati has to give a presentation at an international conference tomorrow.
  - i) What should Swati keep in mind while preparing the presentation slides?
  - ii) What other preparations should Swati make?
  - iii) If a question is asked by the participants during the conference to which Swati has no answer, how should she tackle the situation?
- 2. You wish to apply for the post of a General Manager in Phoenix Pvt. Ltd.
  - i) Write an application Letter and prepare your resume for the same (in writing).
  - ii) Prepare your resume to be sent along with the application letter