

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

EXAMINATION : 2022

SEMESTER - II

Sub. : Communication Skills (BBA15- 216)

Date : 31/12/2022

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. In _____ communication, Higher level management communicates to the lower level employees through means such as memos, conferences telephone conversations, etc.

a) Upward	b) Downward
c) Cross-channel	d) Horizontal
2. Clarity is the most important feature of business communication which manifests itself in the forms of Clarity of _____ and Clarity of _____.

a) perception, prejudices	b) thoughts, expressions
c) logic, feedback	d) courtesy, completeness
3. In _____ listening, the listener has a purpose of not only emphasizing with the speaker but also to use this deep connection in order to help the speaker understand, change or develop in some way.

a) Discriminative	b) Empathetic
c) Evaluative	d) Therapeutic
4. A _____ is a written message sent to someone working in the same organization.

a) E-mail	b) Memo
c) Letter	d) Report
5. A communicator is said to use _____ eye contact by staring at the communicated without moving or without flinching or without even blinking.

a) Steady	b) Occasional
c) Absent	d) None of these

Q. 2. State True / False (05)

1. Writing is easier than speaking as you can get an instant feedback.

a) True	b) False
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2. The interpersonal medium can simultaneously deliver messages to an infinite number of people.

a) True	b) False
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3. It is important to keep any sort of business communication as short as possible.

a) True	b) False
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4. Touch or tactile methods are the least effective modes of communication.

a) True	b) False
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5. Facial expressions are one of the most important parts of body language.

Q. 3. Write Short notes on (Any Three) (15)

1. Merits and Demerits of Non-Verbal Communication
2. Audience analysis
3. Process of listening
4. Merits and drawbacks of eye-contact
5. Functions of Non-Verbal Communication

Q. 4. Answer in detail (Any Two) (20)

1. Elaborate the visual signs in Non-Verbal Communication.
2. Describe the 7 C's of Oral Communication.
3. State and explain the various types of listening.

Q. 5. Case study (Any One) (15)

1. Aditya worked as an HR Manager in an organization. Every morning, Aditya noticed that an employee 'Hari' was arriving and punching-in late for almost a month. Aditya spoke with Hari and warned him about the same to no avail. Since there was no change in Hari's actions even after being warned, Aditya confronted him in front of everybody but Hari kept mum and gave no answer.

Finally the matter was taken to the higher authorities who decided that Hari's behaviour was unprofessional and they decided to discontinue him.

- i) Do you think that Hari's actions and behaviour were unprofessional? If yes, then in what way?
 - ii) Is there something wrong with the way Aditya tackled the situation? Please reason with your answer.
 - iii) In what other way could Aditya have tackled this situation more efficiently?
2. Whenever Rohit went to see his boss in his cabin, looking at the demeanor and body language of his boss, he always felt like the boss was evaluating him.
 - i) What could be the reason of the feeling that Rohit had?
 - ii) List down the signs of body language through which one seems to be evaluating somebody.
 - iii) How should Rohit present himself knowing that he is being evaluated by his boss?