TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) EXAMINATION: DECEMBER - 2022

SEMESTER - I

Sub.: Basics of Communication Skills (BBA22-116)

Date : 24/12/2022		Total Marks : 60 Time: 10.00am to 12.30pm		
Instr		All questions are compulsory. Figures to the right indicate full marks.		
Q. 1.	Choose the m	ost appropriate option.	(05)	
1.	is the technical terminology used within specialized groups.			
	a) Polarization		· · · ·	
	c) Jargons	d) Confli	cting signals	
2.	Although is sometimes used as a stress point, if it is used too often, it simply irritates the communicated.			
	a) Relevance	b) Brevit	у	
	c) Clarity	d) Repeti	ition	
3.	A is a written message sent to someone working in the same organization.			
	a) Letter	b) Memo		
	c) Agenda	d) Minute	es	
4.	is the study of how we communicate with the space around us.			
	a) Proxemics	b) Kinesi	-	
	c) Haptics	d) Chron	emics	
5.	is often used to communicate feelings such as disapproval, indifference or		s disapproval, indifference or	
	anger. a) Music	b) Alarn	n	
	c) Silence	d) All of		
	c) Shellee			
Q. 2.	State True / H	tate True / False		
1.	Braille is an ir	n important example of tactile communication		
	a) True	b) False		
2.	Non-verbal communication does not help in conveying the true meaning of the communication.			
	a) True	b) False		
3.	communicatin	0		
	a) True	b) False		
4.	or hurried cov	-	sage better received than scanty	
	a) True	b) False		
5.	Listening is the weakest link in oral communication.			
	a) True	b) False		

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

- 1. Non-Verbal Barriers to communication
- 2. Group Discussion
- 3. 7 Cs of oral communication
- 4. Advantages and disadvantages of oral communication
- 5. Grapevine communication

Q. 4. Answer in detail (Any Two)

- 1. Explain the different types of listening.
- 2. Describe the functions of communication.
- 3. Elaborate the visual signs in non-verbal communication

Q. 5. Case study (Any one)

- 1. Hrishikesh is attending an interview. He has cleared the initial round and the second round with the HR Manager. The next round consists of participating in Group Discussion. Suggest the Do's and Don'ts of a group discussion for Hrishikesh to clear the round.
- 2. You wish to apply for the post of a General Manager in Phoenix Pvt. Ltd. Write an Application Letter and prepare your own Resume for the same (in writing).

(15)

(20)