

TILAK MAHARASHTRA VIDYAPEETH, PUNE

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: DECEMBER - 2023

SEMESTER - I

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

Date : 26/12/2023

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. _____ is the technical terminology used within specialized groups.

a) Polarization	b) Euphemism
c) Jargons	d) Conflicting signals
2. _____ is vital for the functioning of any living-system, people or organization.

a) Command	b) Influence
c) Information	d) Integrity
3. _____ is the study of how we communicate with the space around us.

a) Proxemics	b) Kinesics
c) Haptics	d) Chronemics
4. _____ is the ability to communicate by using words that separates human beings from the rest of the animal kingdom.

a) Verbal	b) Non-verbal
c) Internal	d) Vertical
5. _____ is often used to communicate feelings such as disapproval, indifference or anger.

a) Music	b) Alarm
c) Silence	d) All of these

Q. 2. State True / False (05)

1. Thoroughness in your presentation will make your message better received than scanty or hurried coverage.

a) True	b) False
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2. Non-verbal communication does not help in conveying the true meaning of the communication.

a) True	b) False
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3. Braille is an important example of tactile communication.

a) True	b) False
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4. Concreteness simply means using indecisive terms as often as possible while communicating.

a) True	b) False
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5. Listening is the weakest link in oral communication.

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

1. Eye-Contact
2. Merits and drawbacks of Oral Communication
3. Personal Appearance
4. Grapevine Communication
5. Internal and External Communication

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

1. State the barriers and breakdowns in the process of communication.
2. Describe the types of Non-verbal communication.
3. What are the 7 Cs of oral communication?

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

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?
