

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

EXAMINATION: MAY- 2024

SEMESTER - II

Sub.: Communication Skills (BBA15-216)

Date : 24/05/2024

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. _____ are inoffensive expressions used in place of words that may offend or suggest something unpleasant.

a) Jargons	b) Polarization
c) Euphemism	d) Idioms
2. _____ is the exchange of information among employees in different work units who are neither subordinate nor superior to each other.

a) Upward communication	b) Downward communication
c) Horizontal communication	d) Cross channel communication
3. _____ is an event that creates within an individual the need to communicate.

a) Filter	b) Stimulus
c) Message	d) Medium
4. _____ allows each participant equal control over the content.

a) Mass medium	b) Interpersonal medium
c) New medium	d) None of these
5. _____ basically means that all the information included in the communication should pertain directly to the subject being discussed.

a) Repetition	b) Relevance
c) Conciseness	d) Clarity

Q. 2. State True / False (05)

1. Verbal Communication is the ability to communicate by using words that separates human beings from the rest of the animal kingdom

a) True	b) False
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2. A Memo is a written message sent to someone outside the organization.

a) True	b) False
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3. Red flag words or expressions trigger an unexpectedly strong association in the listener's mind often because of the listener's private beliefs or experiences.

a) True	b) False
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4. Grapevine falls under formal communication.

a) True	b) False
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5. Once the encoder has encoded a message, the next step is to transmit a feedback to the sender.

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

1. Informal communication network
2. ABC Rule
3. Audio signals in non-verbal communication
4. Process of Listening
5. Encoding and Decoding

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

1. Explain the different types of Listening.
2. What are the visual signs in Non-Verbal Communication?
3. Explain the 7 C's of Oral Communication.
4. Describe the functions of Communication.

Q. 5. Case study (15)

Describe the formal Communication Network with appropriate examples. (Which kind of tasks will fall under which type of communication)
