

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY - 2024
SEMESTER - I

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

Date : 31/05/2024

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. When the communicator looks at the communicated periodically, it is known as _____ eye contact.
 - a) Continuous
 - b) Occasional
 - c) Absent
 - d) None of these
2. Narrowing of eyes is a sign of _____.
 - a) Nervousness
 - b) Suspicion
 - c) Intimidating
 - d) Surprise
3. _____ handshakes are the most difficult to interpret.
 - a) Responsive
 - b) Painful
 - c) Limp
 - d) Reluctant
4. _____ is a message electronically transmitted over a computer network most often connected by cable, telephone lines or satellites.
 - a) Letter
 - b) Memo
 - c) E-mail
 - d) Report
5. Once the sender has encoded the message, the next step is to select a proper _____ for sending the message to the receiver
 - a) decode
 - b) feedback
 - c) medium
 - d) noise

Q. 2. State True / False (05)

1. Noise in the terms of communication is any hindrance or obstacle arising in the process of communication.
 - a) True
 - b) False
2. The word dialogue stems from Greek language.
 - a) True
 - b) False
3. Steady eye contact is sometimes used to establish 'Dominance'
 - a) True
 - b) False
4. Pursing of lips is a sign of displeasure
 - a) True
 - b) False
5. Dyadic communication involves communication between two people.
 - a) True
 - b) False

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

1. Merits and Demerits of Non-Verbal Communication
2. Internal Communication
3. ABC Rule
4. Grapevine Communication
5. Facial Expressions

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

1. Explain the 7 Cs of Oral Communication.
2. Elaborate the verbal barriers to the process of communication.
3. Describe the functions of Communication in detail.

Q. 5. Case study (15)

You have read a vacancy advertisement in today's newspaper and wish to apply for the post of 'Finance Manager' in XYZ Ltd.

1. Write a letter of application
2. Prepare your resume
