

NDIDAAX

Time: 2hrs.30 mins

Marks: 75

Note: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.1 a) Fill in the banks:

(8)

1. _____ is the study of body movements.
2. Feedback can be _____ or _____
3. _____ is the summary of a meeting recorded for future reference.
4. _____ is an unofficial channel which spreads distorted messages and rumours.
5. _____ communication breaks the barrier of illiteracy.
6. Reading, writing, speaking and _____ are important communication skills.
7. Communication between members of the same status is called _____ communication.
8. The term communication is derived from a latin word _____

b) State whether true or false.

(7)

1. Feedback is the first link in the communication cycle.
2. Silence speaks in communication.
3. Gestures and Postures are components of body language.
4. All prose compositions are divided into stanzas.
5. A type of silence which is felt between two close friends meeting after long time is an example of Cold silence.
6. Deciphering and understanding a message is called encoding.
7. All types of oral communication are face-to-face.

Q.2 Describe the process of Communication Cycle with diagrammatic representation and explain the importance of each component with examples from business world. (15)

OR

Q.2 Describe varied components of body language in detail and explain their importance in corporate world with examples. (15)

Q.3 a) Elaborate on types of silence. (7)

b) Explain advantages of Upward Communication. (8)

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OR

- Q.3 a)** Describe Space as a component of non-verbal communication. (7)
b) Discuss various types of listening. (8)

Q.4 Explain and illustrate various kinds of formal documents-notice, agenda, minutes and circular; their relevance in an organizational set-up. (15)

OR

Q.4 Describe the importance of Grapevine Communication as an important channel of organizational communication with its advantages, disadvantages and ways to use it strategically in an organizational set-up. (15)

- Q.5 a)** Elaborate on structure and guidelines to prepare a formal Speech. (7)
b) State mobile phone etiquettes in points. (8)

OR

Q.5 Write short notes on: (Any 3 out of 5) (15)

1. Time as non-verbal component of communication.
2. Active listening.
3. Types of feedback
4. Charts, maps and Graphs
5. Importance of Meetings

OR