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OP10AETH

FYBAF
Bus. Commⁿ

30/9/15 Marks: 75

Time: 2hrs.30 mins

Note: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.1 a) Fill in the banks:

(8)

1. Discriminative listening is also called as _____
2. Vertical Communication that flows from superiors to subordinates is called _____.
3. Forms of communication in which words are used to convey messages are referred to as _____.
4. _____ is the study of body movements.
5. The type of audience which encourage the speaker is called _____
6. The Latin word 'Communicare' means _____.
7. _____ communication breaks the barrier of illiteracy.
8. _____ is an index to one's personality.

b) State whether true or false:

(7)

1. Feedback need not necessarily be verbal.
2. Oral communication becomes a permanent record.
3. Feedback given late is called delayed feedback.
4. There is cultural difference in understanding meaning of eye-contact.
5. Suggestions and complaints are a part of downward communication.
6. A listener should not come prepared for a talk or a discussion.
7. Pause by speakers before an important point creates suspense.

Q.2 Explain the process of communication cycle along with role and importance of each component.

(15)

OR

OP10AEH

Q.2 Discuss the importance of various formal channels of organizational communication along with advantages of each one of them. (15)

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

b) Explain advantages of Upward Communication. (8)

OR

Q.3a) Explain the terms of agenda and minutes. (07)

b) Explain the importance and types of feedback. (08)

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

OR

Q.4 Explain the meaning of the term nonverbal communication and discuss the components of body language. (15)

Q.5 Write Short notes (Any 3 out of 5) (15)

1. Time as non-verbal component of communication.

2. Content & Critical listening.

3. Types of feedback

4. Charts, maps and Graphs

5. Importance of Meetings
