

Roll No : \_\_\_\_\_

**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
**FYBBA(FS), Semester- I (REGULAR) Semester End Assessment November 2022**  
**CBFS AECC 1: Communication Skills**

**Duration:2 Hours**

**Maximum Marks:60**

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- *Start each question on fresh page.*
  - *Figures to the right indicate maximum marks.*
  - *Q1 is compulsory*
  - *Answer any FOUR from Q 2 to Q.6*

**Q1. Answer ANY FOUR of the following questions**

**(05x04=20)**

- a. Stella and Melissa are both employees in a news agency. Stella is assigned the task of publishing a news report of a tragic accident that took place in the city and Melissa is told to write an article in the newspaper on the topic "Teenage Suicide". Identify the two approaches that each of these employees will adopt while completing the writing tasks assigned to them and explain these approaches in brief.
- b. Sudha is the HR in a Multi National Company. Her manager has sent her a reminder regarding the submission of the routine monthly reports on sales. What are Routine Reports? Explain in brief the four types of routine.
- c. Jia is the newly elected secretary of Sai Housing Society. Her first task as a secretary is to write minutes of the monthly meeting that will be held on Sunday in her society. Explain the two types of Minutes writing Elaborate the various functions of Minutes writing.
- d. You are the General Secretary of your college. On the occasion of Teachers' Day to be held in your college on 5<sup>th</sup> September, you are requested to draft a vote of thanks.
- e. Wanted trained undergraduate teacher on regular basis for English. Attend interview with application and testimonials on 27<sup>th</sup> November at St. Rita's High School. Based on the above advertisement, draft a job application using the correct format for the said post.

Roll No : \_\_\_\_\_

**Q2.** Sudha, a school teacher is invited by a school in her neighborhood to present a power point presentation on the Topic, "The ill Effects of Global Warming on the Environment", on the occasion of Environment day. At the end of the presentation she realizes that the students have not understood her presentation.

What barriers do you think came in way of Sudha having a successful presentation? Discuss various ways in which one can overcome barriers to effective communication. **(10 marks)**

**Q3.** Pratibha is the General Secretary of St. Paul's college. Their college is celebrating its 25<sup>th</sup> anniversary and she has been asked to give an introductory speech.

What are the techniques do you think that Pratibha will adopt in order to prepare herself for this speech. **(10 marks)**

**Q4.** Business writing is a type of writing that is used in a professional setting. It is a purposeful piece of writing that conveys relevant information in a clear concise and effective manner. Based on the statement given above, state and explain any ten principles of good business writing. **(10 marks)**

**Q5.** Sarita had been applying for job interviews since she resigned from her previous job a couple of months ago. Finally, she receives an interview call- letter from a well known MNC. She is elated upon receiving this news. Explain the different ways in which Sarita will prepare herself for her job interview. **(10 marks)**

**Q6.** Human Communication is an ongoing process. It is not at rest or static but constantly subject to change. In view of the above statement, explain and illustrate the Communication Cycle using a diagram. **(10 marks)**

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