

VVM's Shree Damodar College of Commerce & Economics, Margao- Goa
FY BBA (REGULAR), Semester-I, End Term Assessment, October 2022
BBCS001: Oral Communication Skills

Marks: 25

Duration: 90 minutes

Instructions:

1. Start each question on a fresh page
2. Figures to the right indicate maximum marks

(10x2=20 marks)

Q.1. Answer the following questions in 450-500 words each:

A. 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.

B. Pratibha is the General Secretary of St. Paul's college. Their college is celebrating its 25th 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.

Q.2. Answer ANY ONE from the following questions in 250-300 words each: (05 marks)

A. Mr. Vasu Thakkar, a local politician, delivers a speech at an election rally held in a village comprising mostly of farmers. He narrates an incident wherein his father who was also a farmer incurred huge losses after his crops were destroyed by excessive rains many years ago.

Based on the above incident, Identify which one of Aristotle's pillars of persuasive speaking is Mr. Vasu using in his speech to gather the sympathy of his voters and discuss ways of improving the same.

B. Analyse the various techniques used for effective delivery.
