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S.Y.B.C.A SEM III, End Semester Examination, October 2015
COMMUNICATION AND PRESENTATION SKILLS (BCA-307)

Duration: 2 Hours

Total Marks: 50

- Instructions:** 1) All questions are compulsory
 2) Figures to the right indicate full marks.
 3) Begin each question on a new page.

Q.I.A. Answer the following questions: (05)

- (i) From which term is the word 'communication' derived? What does it mean?
- (ii) What is a feedback?
- (iii) What is Vertical Communication?
- (iv) What does consensus mean?
- (v) Define Proxemics.

Q.I.B. Match the following and rewrite the pairs: (05)

- | A | B |
|---------------------------------|---|
| (i) Facial expressions | (i) 7 C's of effective oral communication |
| (ii) WASP | (ii) Direct and intimate |
| (iii) Grapevine | (iii) Non-verbal communication |
| (iv) Francis Begin | (iv) Basic Interview Technique |
| (v) Interpersonal Communication | (v) A kind of Horizontal Communication |

Q.II. Answer the following questions:

- A) Human Beings communicate as a whole. Briefly explain the statement. (02)
- B) Explain the process of encoding and decoding in a communication cycle. (03)
- C) Write a short note on any one of the following: (05)
 - (i) Basic Principles of effective communication.
 - (ii) The Two-way Communication Cycle.

Q.III. Answer the following questions:

- A) Explain Horizontal Communication. (02)
- B) For what purposes can downward communication be used? (03)
- C) Write a short note on any one of the following: (05)
 - (i) Most commonly used methods of obtaining Upward Communication.
 - (ii) Common problems of downward communication.

Q.IV. Answer the following questions:

- A) What are Grievance Interviews? Explain. (02)
- B) Interviews for selection are held for three reasons. State the reasons. (03)
- C) Write a short note on any one of the following: (05)
 - (i) How should a Selection/Job Interview be conducted?
 - (ii) How should an Interviewer prepare for the interview?

Q.V. Answer the following questions:

- A) State the four points that separate a presentation from speech-making. (02)
- B) What are the clues for understanding an audience based on age-groups? (03)
- C) Write a short note on any one of the following: (05)
 - (i) Explain any five kinds of visual aids that can enhance a presentation.
 - (ii) Explain the important aspects of a speaker's body language during a presentation.