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S.Y.BCA SEM III , END SEMESTER EXAMINATION, OCTOBER 2016
COMMUNICATION SKILLS (BCA-307)

DURATION: 2 Hours

Maximum Marks: 50

Instructions:

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Begin each question on a new page.

Q.I.A Answer the following questions

(05)

- i. The type of interview held when your performance is being reviewed.
- ii. A specialized form of advice done by specialists.
- iii. Messages going from subordinates to superiors.
- iv. A person does no movements while speaking. What can you gather about that speaker?
- v. The type of Non verbal communication where sounds such as sirens, buzzers are used

. Q.I.B. Match the following and rewrite

(05)

- | A | B |
|----------------------------|---|
| i. Consensus | a) Involves discussion & accountability |
| ii. The circle pattern | b) process of communication |
| iii. Lateral communication | c) omnipresent |
| iv. encoding | d) same level of authority |
| v. body language | e) interaction with persons only on either side |

Q.II. Answer the following questions:

A. What is communication?

(02)

B. A very efficient employee would come to office in bright floral shirts.

(03)

He would put his arm around all male and female colleagues while enthusiastically and loudly greeting them. Yet he was disliked by both- the management and colleagues. Enumerate the reasons.

C. Write a short note on any one of the following questions:

(05)

- i. The effectiveness of communication lies in the sender receiving a feedback. Explain with the help of a diagram.
- ii. Explain any three objectives of downward communication.

Q.III. Answer the following questions:

A. Briefly explain external communication.

(02)

B. Grapevine as an informal organizational channel.

(03)

C. Write a short note on any one of the following questions:

(05)

- i. Explain why Organizations set up special formal/informal channels to encourage upward communication.
- ii. Purpose of upward communication.

IV. Answer the following questions:

- A. Reliance on random appearance as a screening technique.
- B. Drawbacks of interviews.
- C. Write a short note on **any one** of the following questions:
 - i. Mental and psychological preparation for a stress interview.
 - ii. Different types of panel members.

(02)

(03)

(05)

V. Answer the following questions:

- A. Aids should complement and enhance a presentation – not take over. Explain.
- B. White or black board.

(02)

(03)

- C. Write a short note on **any one** of the following questions:

(05)

- i. Importance of understanding the audience.
- ii. Guidelines to make an effective PowerPoint presentation.