

VVM's Shree Damodar College of Commerce & Economics
S.Y.B.C.A, Semester III, End Semester Examination, October 2018
SUBJECT: Communication and Presentation Skills

Timing: 2 Hours

Marks: 50

Instructions: 1. All Questions are compulsory.

2. Figures to the right indicate full marks.

Q 1 A) Answer the following questions.

(1*5=5 marks)

- a. What is communication?
- b. How should one describe his/her accomplishments during an interview?
- c. Draw a diagram of vertical communication.
- d. Communication is central to what aspects of our lives?
- e. What are the two approaches used to manage conflict in an organization?

Q 1 B) Match the following and the rewrite the sentences.

(1*5=5 marks)

- | | |
|--------------------------|---------------------------------------|
| a. Accomplishments | i. useful for permanent documentation |
| b. Sender | ii. PAR |
| c. Written communication | iii. Oral or written message |
| d. Message | iv. Encoder |
| e. Feedback | v. verbal, nonverbal |

Q 2) Answer the following questions.

- a. Draw a diagram of upward communication. (2 marks)
- b. Define the role of a Sender with reference to the communication cycle. (3 marks)
- c. Explain Grapevine communication with a suitable diagram. (5 marks)

Q 3) Answer the following questions.

- a. What is vertical communication? (2 marks)
- b. Write a note on horizontal communication. (3 marks)
- c. Explain the barriers of communication. (5 marks)

Q 4) Answer the following questions.

- a. Write a note on mass communication. (2 marks)
- b. What is the basic purpose of formal communication? (3 marks)
- c. Write a note on the five principles of communication. (5 marks)

Q 5) Answer the following questions.

(2 marks)

(3 marks)

(5 marks)

- a. What is the importance of communication skills in professional life?
- b. What is organizational conflict?
- c. Draft a CV based on the advertisement given for the following positions.

WANTED

A leading company in Mumbai
require smart and work oriented
graduates for the given positions:

Web Designer 1 post

Programmer 1 post

Kindly mail your CV to

infotech.@gmail.com