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Shree Damodar College of Commerce and Economics, Margao
SYBCA, SEM III, SPECIAL SUPPLEMENTARY EXAMINATION, MAY/JUNE 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 question (05)

- i. _____ speak louder than words.
- ii. Vertical communication is _____.
- iii. Not what we say, but how we say is called as _____.
- iv. An interview held to scold an employee is called as _____.
- v. If listeners are worried about your message, such an audience is _____.

B.). Match the items in column A with the most appropriate item from column B (05)

- | A | B |
|---|--|
| i. Appraisal interview | i. flipchart |
| ii. Jingling money in pockets | ii. body language |
| iii. Requires an easel/stand | iii. Review the subordinates performance |
| iv. People sit along both sides of a long table | iv. undue pride of possession |
| v. Emotionally expressive | v. conference table seating |

Q. II. Answer the following questions

- A). What do you mean by communication is a dynamic process? (02)
- B). Why is communication called a two way process? (03)
- C). Write short notes on any one of the following (05)
- i. Lateral communication
 - ii. Informal channels of communication.

Q. III. Answer the following questions

- A). Communication is intentional and unintentional. Comment on this statement. (02)
- B). Briefly explain downward communication. (03)
- C). Write short notes on any one of the following (05)
- i. Any four means of oral communication.
 - ii. Body language and posture as a means of communication.

Q. IV. Answer the following questions

- A). Explain Grievance interview. (02)
- B). Explain any four types of panels. (03)
- C). Write short notes on any one of the following (05)
- Physical preparation a candidate makes before an interview.
 - Directional interviews.

Q. V. Answer the following questions

- A). What are the four ways to hold your audience's attention. (02)
- B). Explain the four steps of a presentation. (03)
- C). Write short notes on any one of the following (05)
- How does one overcome anxiety during presentation?
 - Any four visual aids for presentation.

***** BEST OF LUCK *****