

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao – Goa
SYBCA, Semester III, MAY/JUNE SUPPLEMENTARY EXAMINATION 2018
Communication Skills (BCA307)

Duration: 2 Hours

Max. Marks: 50

Instructions: 1. All questions are compulsory.
2. Figures to the right indicate maximum marks.
3. Start each question on fresh page.

Q. I. A. Write brief notes on the following:

(5)

- I. What is a Grapevine?
- II. Chain Pattern of Group Networks
- III. Who is the Interviewee?
- IV. What is Outward Communication?
- V. Explain Encoding of message

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

(5)

- | A | B |
|---------------------------|------------------------------|
| 1. Internal Communication | a). Suggests dominance |
| 2. Attitudinal Barrier | b). Non-verbal communication |
| 3. Edward T. Hall | c). Wheel Pattern |
| 4. Raised looks | d). Prejudice |
| 5. Group Networks | e). Formal channels |

Q. II. Answer the following questions:

- A) What is proximity? (2)
- B) Explain any 2 barriers in the process of communication (3)
- C) Write a short note on any one of the following: (5)
 - (i) You have just been made the Manager of an IT Company and you are a staunch follower of the Vertical mode of Communication within an organization. How will you enforce a vertical flow of communication within the company keeping in mind the advantages and disadvantages of this form of communication. Elaborate on the same.
 - (ii) In your daily conversations, what are the principles of effective communication as the receiver?

Q. III. Answer the following questions:

- A) Explain the 'meet and greet' process and its uses to the presenter (2)
- B) What kind of body language must a presenter avoid before the audience? (3)
- C) Write a short note on any one of the following: (5)
 - (i) You are about to make a presentation before a large audience of over 1000 people, you are nervous as this is the first time you will be addressing such a large audience. Mention 5 ways you will adopt to handle the fear of public speaking?
 - (ii) You are presenting before a group of youngsters in the age group of 16 to 21 years. During the presentation, how will you ensure the following:
 - a) the youth do not lose interest?
 - b) Their ability to remember the sub-topics you are presenting before them.

Q. IV. Answer the following questions:

- A) What is Horizontal channel of communication? (2)
- B) Explain the weaknesses that can arise in Oral Communication. (3)
- C) Write a short note on any one of the following: (5)
 - (i) You are making a call to your Manager to inform him of a change in schedule of a meeting with a client. What are the steps you will take to ensure you make the telephone call effectively?
 - (ii) You're attending an annual gathering of your company, what are the methods you can use to manage face-to-face communications at this social event?

Q. V. Answer the following questions:

- A) Briefly state how an interviewee must behave before the interviewers. (2)
 - B) Explain any 2 patterns of the Group network of formal channels of communications (3)
 - C) Write a short note on any one of the following: (5)
 - (i) You have obtained a job interview for the vacancy of a Software Tester. On the day of the interview, what will you do to ensure you make a good impression on the interviewers?
 - (ii) As an interviewee, what are the general forms and structures of the interview you should expect?
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