

**Vidya Vikas Mandals**  
**Shree Damodar College of Commerce and Economics, Margao**  
**S.Y.B.C.A SEM III, End Semester Examination, May 2016** *(Supplementary)*  
**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) What is encoding in a two-way communication process?
- (ii) Define symbol.
- (iii) What is Verbal communication?
- (iv) Define gesticulation.
- (v) Explain Kinesics.

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

- | A                      | B                                     |
|------------------------|---------------------------------------|
| (i) Paralanguage       | (i) Receiver's response to message    |
| (ii) Screening         | (ii) To make common                   |
| (iii) Communis         | (iii) One individual to a large group |
| (iv) Feedback          | (iv) Type of non-verbal language      |
| (v) Mass Communication | (v) A technique for interviews        |

Q.II. Answer the following questions:

- A) Communication is an on-going process. Briefly explain the statement. (02)
- B) Explain inter-personal, mass and business communication. (03)
- C) Write a short note on any one of the following: (05)
  - (i) Characteristics of human communication.
  - (ii) The Two-way Communication Cycle.

Q.III. Answer the following questions:

- A) Explain Open Door Policy in upward 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) Common problems of upward communication.
  - (ii) Advantages of consensus and consultation.

Q.IV. Answer the following questions:

- A) What are Exit Interviews? Explain. (02)
- B) Explain the drawbacks of interviews. (03)
- C) Write a short note on any one of the following: (05)
  - (i) How does a candidate prepare for an interview?
  - (ii) Explain WASP as an interview technique.

Q.V. Answer the following questions:

- A) Explain how humour can enhance a presentation. (02)
- B) What are the four steps to focus audience's attention in a presentation? (03)
- C) Write a short note on any one of the following: (05)
  - (i) Describe the profile of a good speaker.
  - (ii) Explain any five kinds of visual aids that can enhance a presentation.