

MCA - 105

M.C.A. I Semester Examination. December 2014

Communication Skills

Time : Three Hours

Maximum Marks : 70

Note: i) Answer five questions. In each question part A.13. C is compulsory and D part has internal choice.

ii) All parts of each question are to be attempted at one place.

iii) All questions carry equal marks, out of which part A and B (Max.50 words) carry 2 marks, part C (Max. 00 words) carry 3 marks, part D (Max.400 words) carry 7 marks.

iv) Except numericals. Derivation. Design and Draw etc

Unit - I

1. a) Define communication skills.
- b) What is horizontal communication?
- c) Why does your communication need to focus on the audience?
- d) Describe the process of communication, indicating clearly the role of each constituent element.

What factors would help you decide whether a communication has succeeded or failed?

Unit -II

- a) Discuss visual communication.
- b) Is it extremely important to keep the words as simple as possible why?
- c) Explain media communication.
- d) What are the advantages and limitations of written communication?

OR

What are the advantages and limitations of relying completely on oral communication.

Unit-III

- a) Define chronemics.
- a) Differentiate between active and passive listening.
- b) How can you effectively use 'eye contact'.
- c) Write a short note on utility of aids in communication. OR What is the importance of non-verbal communication in business settings?

Unit -IV

4. a) What do you understand by the term 'group discussion'.
- b) how will you prepare for an Interview?
- c) What are the characteristics of a good telephonic conversation?
- d) Define negotiation. Discuss when should we negotiate. and when should we avoid negotiating.

OR

how will you insure that the group presentation runs smoothly.

Unit -V

5. a) Abridge the following success:

i) the job that worker was given was dull and tiring.

ii) the explanation that you have given is not satisfactory.

b) What is bibliography?

c) how is creative writing different from technical writing?

d) what is resume ? Prepare your resume in a standardised format.

OR

Write the structure of a formal report.