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Roll No .....

### MCA-105

#### M.C.A. I Semester

Examination, November 2018

#### Communication Skills

Time : Three Hours

Maximum Marks : 70

- Note:* i) Attempt any five questions.  
 ii) All questions carry equal marks.

1. How do personal opinion and prejudices of various individuals act as barriers to communication? Illustrate your answer with suitable examples.
2. Differentiate between hearing and listening and discuss some of the common barriers to listening.
3. Explain the process of negotiation and discuss its various types.
4. Chillers and Shiver's Company Ltd. 154 mount road Chennai intends to push up the sales of air conditioners. As a sales Manager, draft a sales letter highlighting its power saving ability.
5. What are the major objectives of communication? Explain any two of them in detail.

6. What is Grapevine? Discuss merits and demerits of grapevine in detail.
7. Discuss presentation skills with reference to the following headings.
  - a) Ways to manage question answer session effectively
  - b) Techniques of delivery
  - c) Role of audience
8. How would you prepare for an interview? What will be your strategy for the following situations or questions?
  - a) You feel that the interviewer's attitude towards you is hostile.
  - b) Describe a situation where you had to work effectively as a member of the team. What were the team's aims? What was your role?

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