

Roll No. _____

Total no of page-1

Examination May-2014**Communication -1****BSBC 101****Paper ID-B1107****Time: Three Hrs****Max. Marks: 60****Note: Section A is compulsory. Attempt any four questions from Section B.****Section A****Write short answers:**

- Q1 i. Explain two attractive reading outcomes? 2*10
 ii. What is visual wandering?
 iii. Can Body language of a person communicate more than his words?
 iv. What is vertical communication?
 v. What is coding and decoding?
 vi. What is Reading to Interpret?
 vii. Change from Direct to indirect speech:
 He said, "Do you go to school every day?"
 "Don't forget your bag," she told me.
 viii. Draft an advertisement for a manager's job.
 ix. What are the basics of good writing?
 x. What is active listening?

Section B

- Q2 What is communication? Explain the process of communication. 10
- Q3 List the various barriers to communication? How can semantic barriers be tackled? 10
- Q4 "A good listener is a silent flatterer" Do you agree with this? 10
- Q5 What is the importance of planning and organizing while preparing a presentation? 10
- Q6 Give a brief note about reading tactics and strategies with examples? 10
- Q7 Write a business letter for cancellation of order? 10

————— End —————