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SEAT No. \_\_\_\_\_

No. of Printed Pages: 2

**Sardar Patel University**

**BA (Advanced): SEM -I (CBCS)**

**UA01AECS21: Communication Skills-I**

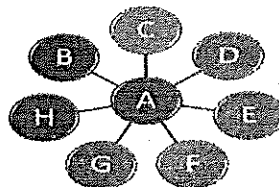
**22/10/2018, Monday, Time: 10:00 A.M. to 12:00 P.M.**

**Total Marks: 60**

**Q.1. Attempt the Following Multiple Choice Questions.**

**15 Marks**

1. Inattentiveness is \_\_\_\_\_ noise.
  - a. Physical
  - b. Social
  - c. Written
  - d. Psychological
2. Homophones, Homographs and Homonyms can cause \_\_\_\_\_ barrier.
  - a. Psychological
  - b. Semantic
  - c. Cultural
  - d. Physical
3. Which of the following does not cause Language barrier?
  - a. No clarity in Speech
  - b. Mechanical Breakdown
  - c. Using jargons
  - d. Not Being Specific
4. Which of the following does not cause Semantic barrier?
  - a. Bad Expression
  - b. Faulty Translation
  - c. Unclearified Assumptions
  - d. Status and Fear
5. \_\_\_\_\_ studies the time in communication.
  - a. Proxemics
  - b. Chronemics
  - c. Kinesics
  - d. None of these
6. When a dog is responding to orders by master it is \_\_\_\_\_ communication.
  - a. Interpersonal
  - b. Intrapersonal
  - c. Extrapersonal
  - d. Impersonal
7. Following is \_\_\_\_\_ of Informal communication.



- a. Single Strand
  - b. Probability Chain
  - c. Cluster
  - d. Gossip Wheel
8. \_\_\_\_\_ communication takes place when persons working at a lower level interact with those working at a higher level across the limits of their reporting relationships.
    - a. Horizontal
    - b. Vertical
    - c. Diagonal
    - d. Lateral
  9. When the listener puts himself in the position of the speaker it is \_\_\_\_\_ listening.
    - a. Empathetic
    - b. Discriminative
    - c. Evaluative
    - d. Appreciative
  10. Which of the following is not an advantage of written communication?
    - a. Permanent Record
    - b. Impersonal
    - c. Wide Access
    - d. Mechanical Efficiency
  11. While talking to a friend one need not to observe the skills of \_\_\_\_\_ communication.
    - a. Oral
    - b. Audio
    - c. Visual
    - d. Written

(2)

(P.T.O.)

12. A \_\_\_\_\_ occurs when the reader or listener assigns a different meaning to a word than what the speaker or writer intended.  
a. Interpretation      b. Communication      c. Encoding      d. Miscommunication
13. \_\_\_\_\_ communication within the organisation is not related with the business of an organization.  
a. Internal-Operational      b. Personal  
c. External-Operational      d. Intra-Operational
14. Which of the following is not true for Informal Communication?  
a. It falls outside the formal channels      b. Does not follow authority line  
c. Societal affiliation of member of organisation      d. Channels are deliberately designed
15. \_\_\_\_\_ involves selective communication in a group. One selectively communicates with those he can trust who may in turn transmit the information to selected persons.  
a. Cluster Chain      b. Probability Chain      c. Gossip Wheel      d. Single Strand

Q.2. Elucidate the statement "Communication is the sum of all things one person does create understanding in the mind of another" and elaborate the Importance of communication.

OR

15 Marks

Q.2. Explain in detail the Physical, Socio-Psychological, Semantic and Organisational barriers of communication with the possible remedies.

Q.3. Distinguish clearly between formal and informal communication with their merits and demerits.

OR

15 Marks

Q.3. Comment on the advantages and limitations of oral and written Communication in detail.

Q.4. Attempt ANY TWO short notes.

15 Marks

- 1) Modern Media of Communication
- 2) Seven Cs of Communication
- 3) Para Language in Communication
- 4) Oral and Written Communication

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