

B.A FMP/FD SEMESTER II

Term-End Examination

December, 2010

BFD-010 : COMMUNICATION SKILLS

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Discuss the factors effecting speech delivery. 10
2. Define Verbal Communication. Give examples. 10
3. Explain the role of audience in verbal communication. 10
4. What is the difference between gestures and body language ? Explain with examples. 10
5. What is written communication ? What are the advantages of written communication over verbal communication. 15
6. Write short notes (any three) : 15
 - (a) Formal and Informal communication
 - (b) Facial Expressions
 - (c) Lateral Communication
 - (d) Semantic Barriers to communication.

7. How does body language play a role in making presentations effective ? Explain with examples. 15
8. Discuss the role of effective communication in an organisation. 10
9. Rewrite the sentences using 'Your attitude'. 5
- (a) I welcome you as a new client.
 - (b) You did not inform that you are going to the market.
 - (c) I want to send my congratulations for your promotion.
 - (d) We will send the flowers tomorrow.
 - (e) We will send the samples in the next consignment.
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