

F.Y.B.A.M.M.C - SEM I - A.T.K.T. Exam - Feb' 20

E.C.I

F.Y.B.A.M.M.C.

SEMESTER I

EFFECTIVE COMMUNICATION - I

TIME: 2 ½ HOURS

MARKS: 75

NOTE: (1) Please check whether you have received right question paper.

(2) All questions are compulsory.

(3) Figures to the right indicate marks.

Q.1 Explain the following concepts in brief.

(15)

(A) Skills required for anchoring

(B) Measures to overcome Psychological Barriers

(C) Homophones

(D) Disadvantages of written communication

(E) Types of Thinking

Q.2 Answer any 2 from following

Q.2 (A) Emphasis on Importance of Communication in media.

(7½)

Q.2 (B) Mention requisites for Effective Written Communication.

(7½)

OR

Q.2 (C) Differentiate between Technical and General Communication.

(7½)

Q.2 (D) Significance of Non - Verbal Communication.

(7½)

Q.3 Answer any 2 from following

Q.3 (A) How to overcome barriers in effective listening? (7½)

Q.3 (B) Role of a Translator in Media. (7½)

(OR)

Q.3 (C) Practice and Present as elements for effective presentation. (7½)

Q.3 (D) Qualities required to be a proficient translator. (7½)

Q.4 (A) What are Barriers in Communication? Explain Psychological Barriers to Communication in detail. (15)

(OR)

Q.4 (B) Explain elements of non – verbal communication in detail. (15)

Q.5 Write short notes on the following. (Any three) (15)

(A) Lateral Thinking

(B) Egocentricity

(C) Advantages of Written Communication

(D) Skimming

(E) Status Block, Closed Mind and Self Image as Psychological Barriers.

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2Pg + 3 = 6