

Subject: Communication Skills

Class: F.Y. Bsc. (IT)

Semester: 1

2 ½ Hours

C.S.
15-10-19

[Total Marks: 75]



N.B.: (1) **All** Questions are **compulsory**.

- (2) Make **suitable assumptions** whenever necessary and **state the assumptions** made.
- (3) Answers to the **same questions** must be **written together**.
- (4) Numbers to the **right** indicate **marks**.
- (5) Draw **neat labeled diagrams** wherever **necessary**.
- (6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt **any three** of the following:

15

- a) What is conferencing? Explain the different type's conferencing?
- b) List the seven C's needed for effective communication. Elaborate any three C's with example.
- c) Explain Social Media and discuss the advantages and disadvantages of the same.
- d) What is the role of Proxemics in non-verbal communication?
- e) Explain the Linear communication model?
- f) Elaborate on the characteristics of communication?

2. Attempt **any three** of the following:

15

- a) Elaborate the five main stages of writing business messages?
- b) Discuss in detail the ten rules for Good Listening?
- c) Enlist the principles of Effective Letter writing.
- d) Discuss the various reports 'on the basis, what is reported.'
- e) Discuss the sales formula of 'AIDA' in detail.
- f) Draft an application for the post of an IT Executive in an organisation of your choice?

3. Attempt **any three** of the following:

15

- a) Define meeting and discuss the types, advantages and disadvantages of the same.?
- b) Discuss the reasons for holding Group Discussion and the skills which are assessed in Group Discussion?
- c) 'Briefing and Public speaking differ in their style of Presentation.' Justify ?
- d) What is marketing communication? How does it work?
- e) What are the communication activities in medium-sized projects?
- f) State the importance of communication across any one functional area .

4. Attempt **any three** of the following:

15

- a) What are the key factors that determine the outcome of negotiation?
- b) Elaborate on the causes of conflict.
- c) How can one overcome ethical dilemmas?
- d) Mention some unfair trade practices. Provide examples
- e) What are the major factors affecting influence and persuasion.
- f) How are persuasive techniques employed in advertising?

5. Attempt **any three** of the following:

15

- a) What all stages are involved in the writing of presentation?
- b) What are the essentials of making an effective power point presentation?
- c) Mention the do's and don'ts of good presentation?
- d) Discuss the writing process in detail?
- e) It is important to use body language appropriately discuss?
- f) Discuss the methods of delivery used by the speaker whilst making a presentation.