



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)**

(1) Guidelines for Interview

(2) Measures to overcome Physical Barriers

(3) Homonyms

(4) Disadvantages of written communication

(5) Types of Thinking

**Q.2 Write answers of the following on (any two)**

**Q.2 (A) Differentiate between Technical and General Communication.**

**(7½)**

**Q.2 (B) Mention requisites for effective verbal communication.**

**(7½)**

**Q.2**

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

**(7½)**

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

**(7½)**

Q.3 Attempt any two

Q.3 (A) What are common barriers to the process of listening? (7½)

Q.3 (B) How to deliver a presentation? (7½)

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

Q.3 (D) What are the challenges faced in the process of translation? (7½)

Q.4 (A) What are Barriers in Communication? Explain Physical 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) Rational Thinking

(B) Partialism

(C) Advantages of Verbal Communication

(D) Skimming

(E) Self Centered Attitude and Status Block

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