

G.V.M'S G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA
INTRA SEMESTER ASSESSEMENT TEST – III
B.C.A. SEMESTER III SEPTEMBER 2014
COMMUNICATION SKILLS

MARKS:- 15

Duration:- 45 minutes

Q. A) State whether the following sentences are True or False:- (5 mks)

- 1) Slanted stories are told by superiors to subordinates.
- 2) Horizontal communication works best at the face-to-face and oral levels.
- 3) Anonymous Communication are those on which everyone is agreed upon.
- 4) In modern times communication has become the main tool of management.
- 5) Under communication is a problem of down word communication.

Q. B) Answer Any two of the following:- (5 mks)

- 1) What is horizontal Communication?
- 2) What is downward Communication?
- 3) What is grapevine Communication?

Q.C) Answer Any One of the following:- (5 mks)

- 1) Explain upward Communication.

OR

- 2) Why are Consensus & Consultation important in every organization?

***** all the best*****