

B.C.A.(SEMESTER-III) EXAMINATION,OCTOBER 2013
COMMUNICATION AND PRESENTATION SKILLS

DURATION: 2 Hours

Marks: 50

- Instructions: 1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1.A) Fill in the blanks. (5)

1. The word communication is derived from a latin word which is _____.
2. In a _____ interview the employee is given a final chance to meet the manager and speak out his problems.
3. Any communication which makes use of words written or spoken is called as _____ communication.
4. _____ can be used to reinforce oral communication.
5. In interview for _____ an employee is scolded by the manager.

Q.1.B) State whether True or false. (5)

1. Feedback is not necessary for a successful two way Communication.
2. In Downward Communication information is given by the superior to the subordinates.
3. Grapevine Communication is a secretive kind of communication.
4. Visual Aids are not used to enhance a presentation by a speaker.
5. Facial Expressions are very important during communication.

Q.2.A) Write an essay on the different types of Visual Aids used for a Presentation. (10)

OR

B) Write a note on Grapevine Communication. (5)

C) Write a note on Horizontal Communication. (5)

Q.3.A) Explain the Communication Process. (10)

OR

B) Write a note on Face to Face Communication. (5)

C) Importance of Posters as a form of Non-Verbal Communication. (5)

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Q.4.A) Importance of Feedback in Communication. (10)

OR

B) Write a note on Under Stress Interview. (5)

C) Write a note on Exit Interview. (5)

Q.5.A) How an Interviewer should prepare and conduct an Interview? (10)

OR

B) Explain Signs, Symbols & Signals as forms of Non-Verbal Communication. (5)

C) Importance of Colour as a form of Non-Verbal Communication. (5)
