

**Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE FO COMMERCE AND ECONOMICS  
Farmagudi-Ponda, Goa.**

**B.C.A. (Semester III) Intra Semester Assessment (ISA) I-Test, September 2022**

**COMMUNICATION AND PRESENTATION SKILLS**

**Duration: -45 minutes**

**Marks: -20**

Q1. Answer the following.

**(5X3=15)**

- A. Explain how to achieve effective communication.
- B. What do you mean by consensus and consultation?
- C. Explain non-verbal communication and state any **two** of its advantages.
- D. Explain Formal and Informal communication.
- E. Write a note on Grapevine.

Q2. Answer **any 1** of the following.

**(5 marks)**

- A. Explain with detail the process of communication.

**OR**

- B. Explain the flow of communication: - Horizontal, Vertical, downward, upward.