

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, FARMAGUDI-PONDA, GOA.**

B.C.A. CBCS (SEMESTER-III) INTRA SEMESTER ASSESSMENT (ISA) I-TEST AUGUST 2023

CCA-101 COMMUNICATION AND PRESENTATION SKILLS

Duration: 45 minutes.

Marks: 20

1. The 7 Cs of communication are : a , b , c and d
along with being coherent, complete and courteous. (1/2×4=2)

2. In your own words explain the following terms: (1×5=5)
 - a. Encoding
 - b. Decoding
 - c. Grapevine
 - d. Remote communication
 - e. Feedback

3. Explain the communication process with the help of a diagram. (2)

4. Explain any three barriers of communication. (3)

5. Answer any two from the given questions. (4×2=8)
 - a) State and explain different channels of communication
 - b) State four ways to achieve effective communication.
 - c) Explain the roles of Sender and Receiver in the communication process.
 - d) State difference between Formal and Informal Communication with example.
