



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(Ag)-Hons-2022/B.Sc.(Ag)-Hons-2023

Course Name – Communication Skills and Personality Development

Course Code - CC-BAG273(T)

(Semester II)

Full Marks : 50

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 20=20

1. Choose the correct alternative from the following :

- (i) Infer the foremost skill required for learning a language.
- | | |
|-------------------|--------------------|
| a) Writing skill | b) Reading skill |
| c) Speaking skill | d) Listening skill |
- (ii) Relate the primary skill to acquire knowledge about everything in the world.
- | | |
|--------------------|-------------------|
| a) Reading skill | b) Writing skill |
| c) Listening skill | d) Speaking skill |
- (iii) Infer which of the following is a Psycho- linguistic guessing game?
- | | |
|--------------|-------------|
| a) Reading | b) Writing |
| c) Listening | d) Learning |
- (iv) Illustrate what does understanding a written text mean?
- | | |
|-----------------------------------|--|
| a) Reading comprehension | b) Extracting the required information |
| c) Understanding writer's meaning | d) Both a & b |
- (v) Outline which of the following processes, signify reading?
- | | |
|-------------|------------------|
| a) Encoding | b) Codification |
| c) Decoding | d) None of these |
- (vi) Illustrate the big step forward in communication:
- | | |
|-------------|------------------|
| a) Speaking | b) Reading |
| c) Writing | d) None of these |
- (vii) Illustrate what is a word or a phrase, which helps us to express what we are trying to say?
- | | |
|-----------|--------------|
| a) Idioms | b) Gambit |
| c) Tricks | d) Sarcastic |
- (viii) Define those sentences which make statements or assertions:

- a) Declarative or Assertive sentence
 c) Imperative sentence
- b) Interrogative sentence
 d) Exclamatory sentence
- (ix) Show the subject and predicate in the given sentence, 'The Sun was shining.'
- a) The Sun. was shining
 c) None of these
- b) The, the sun was shining
 d) The Sun was, shining
- (x) Infer what is to be sent to a specific group of people and what is meant for the general public, respectively.
- a) notice, memo
 c) notice, circular
- b) memo, circular
 d) circular, notice
- (xi) Outline the most effective way of communication:
- a) Written
 c) Audio-Visual
- b) Verbal
 d) None of these
- (xii) Illustrate the barrier to written communication:
- a) Language
 c) Verbal
- b) Expressions
 d) None of these
- (xiii) Relate the necessary word to perform a specific job in the desired manner?
- a) Advice
 c) Management
- b) Administration
 d) All of these
- (xiv) Illustrate the different types of listing:
- a) Disseminative
 c) Emphatic
- b) Evaluation
 d) All of these
- (xv) Show the full form of CEO in an organisation:
- a) Chief Electricity Officer
 c) Common Executive Officer
- b) Chief Executive Officer
 d) Chief Executive Official
- (xvi) If a person taps his feet, relate it with the appropriate word:
- a) Impatience
 c) In a hurry
- b) Uncontrolled
 d) Angry
- (xvii) Choose the correct answer, The most valuable asset of an organisation is:
- a) Money
 c) People
- b) Material
 d) All
- (xviii) Rephrase the correct sentence with appropriate word given below, "you left, the atmosphere in the office has not been as nice".
- a) Before
 c) Since
- b) After
 d) When
- (xix) Rewrite the following sentence using the correct word, "The job is badly paid I'm looking for another one".
- a) But
 c) And
- b) So
 d) Before
- (xx) Construct the following sentence correctly, "he was the best-qualified candidate, he didn't get the job".
- a) Although
 c) But
- b) As
 d) When

Group-B

(Short Answer Type Questions)

2.5 x
10=25

2. Outline the Classification of Organizational communication. (2.5)
3. Outline the general guidelines for note-taking: (2.5)
4. Explain Mind Mapping. (2.5)
5. Explain the Cornell Method. (2.5)
6. Elaborate the Do's and Don'ts of Resumes. (2.5)
7. Show the levels of interdependence in communication. (2.5)
8. Explain the communication fidelity. (2.5)
9. Outline, what is non-verbal communication? (2.5)
10. Outline the Mass Contact Methods. (2.5)
11. Discuss the Method or procedure of Presci writing. (2.5)

OR

Discuss Synoptic. (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Analyse barriers of communication which is Concerned with Transmission of Message. (5)

OR

Analyse barriers of communication which is Concerned with the receiver. (5)
