

**Examination May-2014****Communication -1****BSBC 101****Paper ID-B1107****Time: Three Hrs****Max. Marks: 60****Note: Section A is compulsory. Attempt any four questions from Section B.****Section A****Write short answers:**

- Q1      i. Explain two attractive reading outcomes? 2\*10  
          ii. What is visual wandering?  
          iii. Can Body language of a person communicate more than his words?  
          iv. What is vertical communication?  
          v. What is coding and decoding?  
          vi. What is Reading to Interpret?  
          vii. Change from Direct to indirect speech:  
              He said, "Do you go to school every day?"  
              "Don't forget your bag," she told me.  
          viii. Draft an advertisement for a manager's job.  
          ix. What are the basics of good writing?  
          x. What is active listening?

**Section B**

- Q2      What is communication? Explain the process of communication. 10
- Q3      List the various barriers to communication? How can semantic barriers be 10  
          tackled?
- Q4      "A good listener is a silent flatterer" Do you agree with this? 10
- Q5      What is the importance of planning and organizing while preparing a 10  
          presentation?
- Q6      Give a brief note about reading tactics and strategies with examples? 10
- Q7      Write a business letter for cancellation of order? 10