

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BCA (OLD)	Numerical Code: 0065
Subject Code	: BCA(OLD) – 101	Numerical Code: 0525
Subject	: Communication Management	Total Marks : 70
Date	: 20/01/2015	Time : 11.00 to 02.00

Section A (30)

Attempt any three of the following:

1. What is the meaning of barrier? Discuss the barriers to effective Communication.
2. Write a Complaint to J. K. Furniture, Mumbai for late delivery of goods ordered by Luxor Furnitures, Rajkot.
3. Describe in detail the structure of a formal report.
4. Discuss the process of communication with diagram.
5. Write a paragraph the importance of English and Communication in today's scenario.

Section B

Attempt any four of the following: (20)

1. Types of Listening.
2. Skimming and scanning in reading.
3. What is internet Communication?
4. Discuss upward Communication.
5. Which are the types of listening?
6. Discuss the layout of Business Letter in short.

Section C

(A) Choose the right option and rewrite. (10)

1. _____ means sharing meaningful ideas, information, knowledge, experience and feelings.
(A) Report (B) Communication (C) Barrier (D) comprehensim
2. T. V., Radio, internet, books, newspapers etc are the media of _____ communication.
(A) Mass (B) Organizational (C) Personal (D) Interpersonal
3. The message without-words is called _____ communication.
(A) Verbal (B) Extra personal (C) Non-verbal (D) Meta
4. _____ is a psycho-sociological barrer.
(A) Noise (B) Technical yargon (C) Time (D) Closed mind
5. _____ are two techniques for reading.
(A) Reporting & Writing (B) Skimming & Scanning
(C) Comprehension & letters (D) Communication skills
6. Let us arrange the meeting _____ 4.30pm.
(A) On (B) Above (C) At (D) In
7. He cut the tree _____ an axe.
(A) With (B) Below (C) Since (D) Into
8. _____ means a person who is ill-famed.
(A) Meteorologist (B) Edible (C) Fable (D) Notorious

- 9 One who is easily deceived is _____.
(A) Gullible (B) Fatalist (C) Optimist (D) Callous
- 10 One who welcomes guests is _____.
(A) Vegetarian (B) Timid (C) Martyr (D) Host

(B)

(a) State whether it is true or false. (04)

1. The process of converting the thought of the sender into message is decoding.
2. Feedback means response.
3. Grapevine communication is informal.
4. Resume is also known as C.V.

(b) Fill in the blanks. (06)

1. The train _____ before I arrived. (to leave)
2. Saints _____ everywhere. (to respect)
3. Mr. Shah _____ a book now. (to read)
4. She _____ cooking just now. (to cook)
5. When we went to the cinema, the film _____. (to start)
6. _____ you _____ cricket last evening? (to play)
