

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BCA(DES) ANIMATION	Date	: 12/02/2026
Subject Code	: BCA(DES)-201	Time	: 03:00 pm 05:15 pm
Subject Name	: Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What is Communication? Explain the Communication Process in detail with necessary diagram.
2. What is Noun? Explain various components on Noun with sufficient examples.
3. What is Paragraph? Discuss various essentials of developing a Paragraph.
4. Draft a letter of complaint for damaged good asking for replacement or refund the money.
5. What is Email? Draft a suitable Email to inquire about job vacancy in a company.

Section B

Answer the following (Attempt any four) (20)

1. Kinesics
2. Skimming and Scanning
3. Synonyms and Antonyms
4. Stages of Writing
5. Lay-out of Business Letter
6. Chronological Resume

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The word Communication is derived from the _____ word 'communis' meaning 'Common'.
A Greek B Hindi
C Latin D English
- 2 _____ is communication in the organization which starts from higher authority to lower authority.
A Downward Communication B Upward Communication
C Diagonal Communication D Grapevine Communication
- 3 _____ Communication is the message without words received through the medium of gestures, signs, etc.
A Non-verbal B Verbal
C Written D Oral

- 4 Personal attitudes and opinions often act as _____ barriers to effective communication.
A Cultural B Psycho-Sociological
C Semantic D Physical
- 5 When the listener listens something for enjoyment and pleasure such as songs, jokes, anecdotes, stories, it becomes _____.
A Focused Listening B Comprehensive Listening
C Superficial Listening D Appreciative Listening
- 6 Traditional grammar classifies words based on _____ parts of speech.
A six B seven
C eight D nine
- 7 _____ is a word added to a sentence to convey emotion.
A An interjection B A Preposition
C An Adjective D A Pronoun
- 8 _____ gives the letter legal validity. It appears two spaces below the complimentary close.
A Signature B Date
C Subject D Heading
- 9 A candidate's ability to design a persuasive _____ and an effective cover letter matters a lot.
A resume B Business Letter
C Email D Notice
- 10 The term, _____ is the contraction of the two words: TELEgraph and EXchange.
A Teleconferencing B Telegram
C Telegraph D TELEX

Part – B (Do as Directed)

(10)

- 1 Encoding is a process where the received message is converted into understanding.
- 2 Time and distance cannot act as barriers to the smooth flow of communication.
- 3 Both reading and comprehension play an important role in communication.
- 4 A pronoun can replace a noun or another pronoun.
- 5 A preposition links nouns, pronouns and phrases to other words in a sentence.
- 6 An Antonym is a word identical in sense and usage to another word.
- 7 There are hundreds of idioms in the English language.
- 8 Tone in writing is the attitude that the writer conveys to the reader.
- 9 The number of sentences a paragraph contains is very much important.
- 10 The lay-out of business letters is made of seven regular parts and a few occasional parts.
