

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

Course	: BCA(DES)	Date	: 12-Feb-26
Subject Code	: BCA(DES)-201 UI-UX	Time	: 03:00pm to 05:15pm
Subject Name	: Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three)

(30)

1. Explain the concept of communication and its importance for designers in the context of conveying ideas, collaborating with teams, and understanding client needs.
- 2.
3. Discuss the role of verbal and non-verbal communication in the design industry. How do these communication forms impact the designer-client relationship?
4. Discuss the different components of kinesics and their significance in conveying emotions, intentions, and messages in professional interactions, especially in the design industry.
5. Discuss the role of reading for knowledge acquisition in design. How does reading research papers, articles, or design manuals enhance a designer's creative process and problem-solving skills?

Section B

Answer the following (Attempt any four)

(20)

1. Explore the **types of conjunctions**, such as coordinating, subordinating, and correlative conjunctions. How does the use of different conjunctions influence the meaning of a sentence?
2. Explain the significance of **preparing notes** before writing a formal document. How do well-organized notes help in improving clarity, coherence, and focus in the final written work?
3. How does the **block format** differ from other formats of business letters, and what are its advantages in terms of simplicity and readability? Discuss when and why this format is preferred in modern business communication.
4. **Explain the significance of the conclusion in a cover letter.** What is the ideal way to end a cover letter, and how does it help in leaving a lasting impression on the hiring manager?
5. Elaborate the impact of e-mail on workplace productivity. How has e-mail transformed business operations and internal/external communication management?
6. Analyze the role of video conferencing in business and education. How has it improved meeting efficiency, accessibility, and advantages over face-to-face communication?

Section C

Part – A (Multiple Choice Questions)

(10)

- 1 Which of the following sentences uses an adverb of manner correctly?
A She sings beautifully on stage. B He is very hungry.
C I will go there tomorrow. D She is quite tall.
- 2 What is a noun?
A A word that expresses action B A word that modifies a noun
C A word that names a person, place, thing, or idea D A word that joins words or phrases
- 3 What is the meaning of a synonym?
A A word that has an opposite meaning B A word that has the same or similar meaning
C A word used to describe an action D A word that expresses emotion
- 4 Which of the following is an antonym for the word "Generous"?
A Kind B Greedy
C Helpful D Compassionate
- 5 What is a Summary?
A A detailed and comprehensive description of a topic B A short and concise version of a longer text
C A lengthy explanation of the main ideas D A list of all the references used in a paper
- 6 What is the primary goal of further reading in a study?
A To review the key points covered in the material B To expand knowledge and understanding beyond the main content
C To summarize the article D To make the content easier to understand
- 7 What is the primary function of an Idiom in a language?
A To express a literal meaning B To use symbolic language for a particular purpose
C To make sentences grammatically correct D To define a complex term
- 8 Which of the following is NOT a correct synonym for "small"?
A Tiny B Little
C Huge D Petite
- 9 Choose the correct Preposition: "The movie starts ____ 6 PM."
A in B on
C At D by
- 10 Which preposition correctly completes this sentence: "He was accused ____ stealing the money"?
A for B Of
C by D with

- 1 Communication involves the exchange of ideas, information, and emotions between individuals or groups.
- 2 Interpersonal communication is less important than mass communication in the design industry.
- 3 Technical communication involves the clear and concise sharing of specialized knowledge, often through manuals, guides, or specifications.
- 4 General communication is irrelevant in design and doesn't contribute to a designer's ability to collaborate effectively.
- 5 Kinesics involves the study of body movement, facial expressions, and gestures in communication.
- 6 Posture and body orientation have no impact on the message conveyed during a conversation.
- 7 Non-verbal cues such as eye contact, posture, and facial expressions are often more impactful than verbal communication in conveying meaning.
- 8 Language differences can act as a major barrier to effective communication, especially in cross-cultural contexts.
- 9 Prejudices or biases based on cultural stereotypes do not affect communication effectiveness.
- 10 Distractions like noise, multitasking, or interruptions in the environment do not affect communication effectiveness.
