

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

Course	: BCA	Date	: 19-07-2026
Subject Code	: BCAAEE-105/ BCOAL-105	Time	: 11:30am to 01:45pm
Subject Name	: Communication Skill-I	Duration	: 01 Hours
		Max. Marks	: 35

Q-1 Explain the communication process in detail. Discuss the eight essential components of communication and describe the responsibilities and ethics of an effective communicator **14**

OR

Q-1 Define language and explain the principles of verbal communication. Discuss how language acts as both a bridge and a barrier to communication and suggest measures for improving verbal communication.

Q-2 Write Short Notes: (Any Two) **14**

1. Differentiate between denotative and connotative meanings with examples
2. Write a short note on self-concept and self-esteem
3. Define Perception
4. What are the essential qualities of an effective presentation?

Q-3 Choose the Correct Option (MCQs) **07**

- 1** Which of the following is the first step in the communication process?
A. Feedback
B. Encoding
C. Decoding
D. Noise
- 2** Which communication context involves communication with oneself?
A. Group Communication
B. Public Communication
C. Intrapersonal Communication
D. Mass Communication
- 3** Which type of meaning is commonly found in a dictionary?
A. Connotative Meaning
B. Symbolic Meaning
C. Denotative Meaning
D. Contextual Meaning
- 4** Which of the following is NOT considered a barrier to verbal communication?
A. Jargon
B. Slang
C. Feedback
D. Doublespeak
- 5** The process of selecting, organizing, and interpreting information is known as:
A. Communication
B. Encoding
C. Perception
D. Listening

- 6 Which type of presentation primarily aims to increase the audience's knowledge?
- A. Persuasive Presentation
 - B. Informative Presentation
 - C. Motivational Presentation
 - D. Demonstrative Presentation
- 7 According to Aristotle, which rhetorical appeal is based on logic and evidence?
- A. Ethos
 - B. Pathos
 - C. Logos
 - D. Kairos
