

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

Course	: BCAR/DCAR	Date	: 19-07-2026
Subject Code	: BCAR/DCAR-105	Time	: 11:30am to 01:45pm
Subject Name	: Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

- પ્રશ્ન-1 Explain the communication process in detail. Discuss the concepts of encoding, decoding, feedback, channel, context, environment, and interference with suitable examples. 14

અથવા

Define language and explain how language influences perception and communication. Discuss the Triangle of Meaning with a suitable example.

- પ્રશ્ન-2 Explain the process of perception in communication. Discuss the stages of selecting, organizing, and interpreting information with suitable examples. 14

અથવા

Define non-verbal communication. Explain the various forms of non-verbal communication and discuss their significance in business communication.

- પ્રશ્ન-3 Explain the process of organizing a presentation. Discuss the importance of planning, audience analysis, introduction, body, conclusion, and transitions in an effective presentation. 14

અથવા

Discuss the role of credibility, evidence, emotional appeal, and logical reasoning in persuasive presentations.

- પ્રશ્ન-4 ટૂંકનોંધ લખો. (કોઈપણ બે) 14

1. Explain the meaning of intrapersonal communication.
2. What is the difference between denotative and connotative meaning?
3. What is salience? Explain any three factors that influence it.
4. What is kinesics? Mention its importance in communication.

- પ્રશ્ન-5 નીચે આપેલા પ્રશ્નોના યોગ્ય વિકલ્પ પસંદ કરી ઉત્તર લખો. (દરેકના બે ગુણ) 14

1. Which of the following strengthens a persuasive presentation the most?
(A) Unsupported opinions (B) Credible evidence and logical arguments
(C) Reading slides word for word (D) Speaking without preparation
2. The primary purpose of an informative presentation is to:
(A) Entertain the audience (B) Persuade the audience
(C) Provide knowledge and understanding (D) Advertise products

3. Which visual aid is generally considered most effective for professional presentations?
(A) Overcrowded slides (B) Charts and graphs
(C) Long paragraphs (D) Decorative backgrounds
4. Which part of a presentation is primarily used to attract the audience's attention?
(A) Body (B) Conclusion
(C) Introduction (D) References
5. Which branch of non-verbal communication studies body movements and gestures?
(A) Proxemics (B) Chronemics (C) Kinesics (D) Haptics
6. Which of the following is an occupation-specific language used by professionals?
(A) Slang (B) Jargon (C) Euphemism (D) Cliché
7. Which of the following is NOT one of the eight essential components of communication?
(A) Feedback (B) Receiver (C) Context (D) Motivation
