

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

Course	: BSCCS	Date	: 26/07/2026
Subject Code	: BSCCS-105	Time	: 11:30am to 12:30pm
Subject Name	: Communication Skills I	Duration	: 01 Hours
		Max. Marks	: 35

Section A

Answer the following (Attempt any two) (20)

1. Elaborate the eight Essential Components of Communication.
2. Discuss the Principles of Verbal Communication.
3. Define perception and explain ways in which you organize perceptual information.
4. Identify and provide examples of at least five of the nine basic cognate strategies in communication.

Section B

Answer the following (Attempt any two) (10)

1. Language can be an obstacle to Communication. How?
2. Explain the importance of being an active listener and active reader.
3. Discuss the Principles of Non-verbal communication.
4. Describe the Methods of Presentation Delivery.

Section C

Part – A (Multiple Choice Questions) (05)

- 1 **Which organizational pattern is most commonly used in persuasive presentations?**
A. Chronological Pattern
B. Spatial Pattern
C. Problem-Solution Pattern
D. Topical Pattern
- 2 **Which of the following is NOT one of the nine cognate strategies of communication?**
A. Clarity
B. Credibility
C. Engagement
D. Memorization
- 3 **In an informative presentation, the primary goal of the speaker is to:**
A. Entertain the audience
B. Persuade the audience
C. Inform and increase understanding
D. Criticize opposing views
- 4 **Which method of speech delivery involves a carefully planned and rehearsed presentation delivered in a conversational manner using brief notes?**
A. Manuscript Presentation
B. Impromptu Presentation
C. Extemporaneous Presentation
D. Memorized Presentation

- 5 **According to Robert Cialdini, which of the following is a principle of persuasion?**
- A. Grammar
 - B. Reciprocity
 - C. Syntax
 - D. Semantics
