

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

Course	: BSCIT	Date	: 16/07/2026
Subject Code	: BSCIT-101	Time	: 11:30am to 01:45pm
Subject Name	: Communication Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Define communication and explain the eight essential components of the communication process.
2. Explain the principles of verbal communication. How can language become an obstacle to effective communication?
3. Explain the 9 cognate strategies for developing an effective presentation.
4. Discuss intercultural and international communication, highlighting the difference between common and divergent cultural characteristics.
5. Explain the concept of reader-centred writing. Why is it important in professional and technical writing?

Section B

Answer the following (Attempt any four) (20)

1. Explain the role of self-understanding and perception in the communication process.
2. Discuss the types and principles of non-verbal communication.
3. Explain the different methods of presentation delivery and how a speaker should prepare for delivery.
4. Describe the group life cycle and the different roles played by group members.
5. Explain the concept of a digital footprint and the importance of responsible online engagement.
6. Discuss how headings, lists, and visual elements are used to improve readability of a technical document.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Which of the following is one of the eight essential components of communication?

A Rhetoric	B Feedback
C Grammar	D Syntax
- 2 The process by which a sender converts thoughts into a message is called:

A Decoding	B Encoding
C Transmitting	D Interpreting
- 3 Which of the following is NOT a type of non-verbal communication?

A Kinesics	B Proxemics
C Syntax	D Haptics
- 4 The “9 Cognate Strategies” discussed in the SLM are associated with:

A Group problem solving	B Effective presentations
C Digital footprint	D Technical writing
- 5 Which of the following best defines intrapersonal communication?

A Communication between two people	B Communication within oneself
C Communication in groups	D Mass communication

- 6 In intercultural communication, cultural values that differ across groups are termed:
A Cognate strategies B Divergent cultural characteristics
C Rhetorical situations D Common ground
- 7 Which of the following is a stage in the group life cycle?
A Encoding B Forming
C Feedback D Decoding
- 8 A writing approach that focuses on the needs of the audience rather than the writer is called:
A Writer-centred writing B Reader-centred writing
C Persuasive writing D Technical jargon
- 9 Which document is used to record what was discussed and decided in a meeting?
A Agenda B Minutes
C Work log D Memo
- 10 The primary purpose of an elevator speech is to:
A Persuade briefly and quickly B Inform in detail
C Entertain an audience D Document a process

Part – B (Fill in the Blanks)

(10)

- 1 The process of converting a message into words, symbols, or gestures is called _____.
- 2 _____ is the process of interpreting and making sense of a received message.
- 3 Communication that takes place between two or more people is known as _____ communication.
- 4 _____ refers to the study of the physical distance maintained between communicators.
- 5 The Rhetorical _____ refers to the context, audience, and purpose that shape a piece of communication.
- 6 In technical writing, defining the problem before searching for a solution is called the _____ approach.
- 7 Cultural characteristics that are shared by most communicators across cultures are called _____ cultural characteristics.
- 8 A _____ is a written record outlining the topics to be discussed in an upcoming meeting.
- 9 A record of tasks completed, time spent, and progress made on a project is called a _____.
- 10 Speaking _____ means persuading an audience while avoiding logical fallacies and manipulation.

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