

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

**Course** : BSWR  
**Subject Code** : BSWR-103  
**Subject Name** : Communicative English

**Date** : 14-07-2026  
**Time** : 11:30am to 01.45pm  
**Duration** : 02.15 Hours  
**Max. Marks** : 70

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1) Explain in detail about the Stages of Evolution of Communication. (14)

**OR**

1) Explain Process of Communication in Detail  
2) Explain Principles of Effective Communication. (14)

**OR**

2) Explain Communication Skills in Detail.  
3) Explain Advantages and Disadvantages of Written Communication (14)

**OR**

3) Explain Advantages and Disadvantages of Non-Verbal Communication

4) **Write Short note on Following Questions (Any 2)** (14)

- 1) Explain Characteristics of Communication.
- 2) Explain Importance of Communication.
- 3) Explain Overcoming Communication Barriers.
- 4) Explain the Basics of Letter writing.

1) **Multiple Choice Questions.** (14)

1) Communication is an Exchange of:

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|-------------|---------------------|
| A) Ideas    | B) Information      |
| C) Feelings | D) All of the Above |

2) Telephone was Invented by\_\_\_\_\_

- |                          |                      |
|--------------------------|----------------------|
| A) Alexander Graham Bell | B) Thomas Edison     |
| C) Isaac Newton          | D) None of the Above |

3) Communication is a \_\_\_\_\_ way Process.

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|----------------------|---------------------|
| A) One               | B) Two              |
| C) None of the Above | D) All of the Above |

4) Oral Communication is the Communication through \_\_\_\_\_

- |           |                      |
|-----------|----------------------|
| A) Speech | B) Letter            |
| C) Email  | D) None of the Above |

5) The study of body motion as related to speech is called \_\_\_\_\_

- |                    |                  |
|--------------------|------------------|
| A) Fluid Mechanism | B) Aerodynamics  |
| C) Kinesics        | D) Para language |

6) Things which stands in way of effective communication are called \_\_\_\_\_ to Communication.

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|------------|-------------|
| A) Process | B) Barriers |
| C) Stops   | D) Learning |

7) \_\_\_\_\_ Communication refers to the Communication from Supervisors to Subordinates.

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|---------------|-------------|
| A) Upward     | B) Downward |
| C) Horizontal | D) Diagonal |