

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

Course	: PGDBA	Date	: 28-Feb-26
Subject Code	: PGDBA-104	Time	: 11:30am to 01:45pm
Subject Name	: Managerial Skills and Communication	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. As a buyer of the washing machine, write a letter of appreciation on behalf of buyer to seller.
2. Elaborate Communication Process in your words.
3. Mention the guidelines to get command over the presentation skills in detail.
4. Describe characteristics of non-verbal communication in required detail.
5. What is, “360 degree feedback”? Explain it on the basis of the concept you have studied.

Section B

Answer the following (Attempt any four) (20)

1. Write a short note on medium of communication.
2. Depict meeting in your words with proper examples.
3. Write a letter to sell your car to your potential customer.
4. How barriers to communication can cause issues in your communication? - Explain
5. Write a complaint letter to your local authorities for issues at your local community.
6. Which are the features of Dyadic Communication? Explain.

Section C

Part – A (Multiple Choice Questions) (10)

1. _____ the first step in achieving relevance & getting to an effective presentation.
A Knowing Your Audience B Drafting Presentation
C Mastery of Technology D Sense of Humour
2. Non-verbal communication is an important means of communicating _____.
A Emotions B Expressions
C Words D Sarcasm
3. Business Letter is always written on _____ of the company.
A Template B Worksheet
C Letter head D Bond
4. An effective use of non-verbal communication is _____ part of presentation skills.
A Proper Use of Body Language B Practice& Rehearsals
C Mastery of Technology D Sense of Humour
5. _____ the first step in achieving relevance & getting to an effective presentation.
A Knowing your audience B Drafting presentation
C Mastery of technology D Sense of humour
6. Non-verbal communication is an important means of communicating _____.
A Emotions B Expression
C Expressions D Sarcasm

- 7 Today's age is the age of _____.
A Selling B Marketing
C Speaking D Sharing
- 8 The _____ mediums are preferred for the archival of the message.
A Physical B Mechanical
C Both D None of the above
- 9 _____ is a post-meeting activity for maintenance of records.
A Notice B Agenda
C Minutes D All of the above
- 10 Emails are considered to be a part of _____ communication.
A Technical B Technological
C Verbal D Non verbal

Part – B (Do as Directed)

(10)

State the following statements are TRUE or FALSE

- 1 Both non-verbal and verbal communication is symbolic.
- 2 Spread ink in the newspaper is linguistic barrier
- 3 Attentive listening is listening without emotions and empathy
- 4 Thanking a caller is the First step of telephonic conversation
- 5 Notice is a post-meeting activity for maintenance of records.
- 6 Presentation skills make us more competitive to survive in the market today.
- 7 Emails are considered to be a part of non-verbal communication.
- 8 CSR means Corporate Social Responsibility
- 9 Business Letter is always written on letter head of the company.
- 10 A good complaint letter is essentially like a successful advertisement.
