Dr. BabasahebAmbedkar Open University
Term End Examination July – 2019

Course	:	**PGDBA**	**Date**	:	**20-Jul-19**
Subject Code	:	**PGDBA-104**	**Time**	:	**03:00pm to 06:00pm**
Subject Name	:	**Managerial Skills and Communication**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Describe in detail the elements of the communication process.
2. Write a detailed note on barriers to communication.
3. Explain the importance of speaking skills as a part of oral communication and mention some points which can help people to develop their speaking skills.
4. Discuss in detail the guidelines to get command over presentation skills.
5. Non-verbal communication is mainly classified based on various factors. Name and explain those factors in detail.

Section B

Answer the following (Attempt any four) **(20)**

1. Explain in brief the roles of physical and mechanical mediums in the communication process.
2. How to be an effective dyadic communicator? Elucidate in brief.
3. Write a note on email etiquette.
4. Discuss some useful tips for writing an effective business letter.
5. State the relationship between non-verbal and verbal communication.
6. Write a short note on preparation of classified advertisements.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 The word ‘communication’ is derived from ‘communicate’. It is _____term.

A Greek B German
C Latin D Chinese

2 The _____mediums are preferred for the archival of the message.

A physical B mechanical
C both D none of the above

3 Jessica sends an email to the client. This is_____communication.

A personal B mass
C formal D interpersonal

4 Spread ink in the newspaper is _____ barrier.

A physical B linguistic
C mechanical D Psychological

5 A ‘like’ to the post on social networking site is _____.

A feedback B noise

C channel D favor to the sender

6 P.R.O. stands for_____.

A Private Regional Officer B Personal Relations Officer

C Public Regional Officer D Public Relations Officer

7 The_____letter involves keeping follow-up and timely coordination.

A sales B purchase

C credit D complaint

8 Which of the following will be the first priority in the credit letter?

A contractual agreement B time and amount

C terms and conditions D payment mechanism

9 Classified ads are the best examples of_____.

A print advertisement B direct advertisement

C telephonic advertisement D indirect advertisement

10 Communication is the process of _____information.

A passing B sharing

C understanding D all of the above

Part – B (Do as Directed) (10)

1 _____ is the source of the message. (channel / sender)

2 Generally, the choice of medium of communication depends on the _____of the sender. (purpose \ principle)

3 _____communication is nothing but talking to self. (interpersonal / intrapersonal)

4 ICT stands for _____. (Indo-Chinese Technology/Information and Communication Technology)

5 _____the first step in achieving importance and getting to an effective presentation. (knowing your audience/drafting presentation)

6 The receivers are the potential customers in_____letter. (purchase/sales)

7 _____ are the interfering variables of communication. (barriers/principles)

8 In a report, acknowledgement is shown in the_____. (beginning/ending)

9 A _____letter is given by a bank or a financial institute. (credit/complaint)

10 Lack of confidence is _____ barrier. (physical/psychological)