

SAGE UNIVERSITY, BHOPAL (M.P.), INDIA

UC20B102

**ALL UG PROGRAM – FIRST SEMESTER
(COMMUNICATION SKILLS)**

Max. Duration: 3 hrs

25 JAN 2024

Max. Marks: 50

SECTION – A
1. Objective Type Questions (ATTEMPT ALL) [10X1 = 10]

- 1.a** What is communication?
(i) the exchange of information between two or more people
(ii) The act of speaking loudly
(iii) The process of writing a letter
(iv) The use of body language
- 1.b** Which of the following is an example of non-verbal communication?
(i) Sending a text message (ii) Writing a letter
(iii) Nodding your head (iv) Speaking on the phone
- 1.c** What is verbal communication?
(i) Communication through written messages or gestures
(ii) Communication using only body language
(iii) Communication through spoken or written words
(iv) Communication through facial expressions
- 1.d** What is body language?
(i) Communication using words and phrases
(ii) Communication through physical movements, gestures, and facial expressions
(iii) Communication through written messages
(iv) Communication using formal language and tone
- 1.e** What is critical thinking?
(i) The ability to think critically and analyse information
(ii) The ability to remember facts and figures
(iii) The ability to write creatively
(iv) The ability to solve mathematical equations

- 1.f** What is the role of analysis in critical thinking?
(i) To evaluate and examine the components of a text or idea
(ii) To memorize information without questioning it
(iii) To draw conclusions without evidence
(iv) To accept information without critically evaluating it
- 1.g** What is the process of paraphrasing?
(i) Summarizing a text using one's own words
(ii) Copying a text word for word
(iii) Analyzing the structure of a text
(iv) Interpreting the underlying meaning of a text
- 1.h** How can bias and prejudice affect cross-cultural communication?
(i) They promote understanding and empathy
(ii) They lead to misinterpretation and stereotypes
(iii) They improve cultural sensitivity
(iv) They eliminate cultural differences
- 1.i** What is the purpose of social media articles/blogs?
(i) To share personal thoughts and experiences
(ii) To provide informative content to a target audience
(iii) To promote products and services
(iv) To engage in debates and discussions
- 1.j** What is the title of the story by Khushwant Singh that explores the life of a woman?
(i) Where the Mind is without Fear (ii) The Cherry Tree
(iii) On the Rule of the Road (iv) The Portrait of a Lady

SECTION – B
2. Short Answer Type Questions (Attempt any SIX) [6X02 =12]

- 2.a** What is communication?
- 2.b** Define business communication.
- 2.c** Discuss the importance of body language in communication.
- 2.d** Summarize Rabindranath Tagore's poem.
- 2.e** What is the theme of the story "Cherry Tree"?
- 2.f** Define verbal communication.
- 2.g** What are the different types of communication?
- 2.h** Name two barriers to communication.

SECTION – C

3. Long Answer Type Questions (Attempt any SIX)

[6X03=18]

- 3.a Discuss the importance of email writing in the professional world.
- 3.b Discuss common physical and psychological barriers to communication.
- 3.c Discuss the non-verbal communication with two examples.
- 3.d Explain the concept of business communication and its relevance in the corporate world. Discuss different forms of business communication, such as written communication, presentations, and interpersonal skills.
- 3.e Compare and contrast formal and informal writing styles.
- 3.f Discuss the key elements of effective presentation skills and their impact on audience engagement.
- 3.g Explain how bias and prejudice can impact cross cultural communication. Discuss strategies to overcome bias communication.
- 3.h Describe the importance of meeting etiquettes and how they contribute to productive discussions and outcomes.

SECTION – D

4. Analytical Answer Type Questions (Attempt any TWO) [2X05=10]

- 4.a Discuss the theory of communication in detail. Explain the key components and models of communication.
- 4.b How do you highlight your skills and accomplishments in your CV? Write your CV.
- 4.c Analyse the characters and themes in "The Portrait of a Lady" by Khushwant Singh.
