



**Ziauddin University Faculty of Engineering, Science,
Technology & Management
Department of
Midterm Exam (Sept 2020) Batch (Year, Semester)**



Subject Code : HS - 112	Subject : Communication Skills / Business Communication
Date : September 9, 2020	Timing : 06:30 PM
Max Marks : 20	Duration : Must be submitted within 24 hrs.
Instructor : Ms. Sania Zafar	

Instructions:

1. Please read ALL questions carefully before answering.
2. Attempt all questions.
3. Write a description of your logic where required.
4. Submit your answer script within the allotted time.

S. No.	Questions	Marks	
Q.1.	a. Explain the effective Communication and its importance. b. Elaborate the communication process along with the example.	5	2
Q.2.	Demonstrate: a. Which one is more important to you and why: to be a good listener or a good communicator? b. What would you do if you noticed that your audience looked bored during a speech?	5	3
Q.3.	Identify the correct answer: 1. When active listening, your focus should be on... a. What the speaker is saying b. What's for lunch c. What's the fastest way out of the conversation d. What I should say next 2. Which of the following is not a form of non-verbal	5	1

	<p>communication?</p> <ol style="list-style-type: none"> Facial expressions Hand gestures Speaking Eye Contact <p>3. The skill of speaking with correct pronunciation and syllables is:</p> <ol style="list-style-type: none"> Vocal cues Phonetics Accent Articulation <p>4. In _____ Speech, the speaker can establish and maintain full eye contact with the audience and assess their understanding</p> <ol style="list-style-type: none"> Impromptu speaking Extemporaneous Speaking Speaking from a Manuscript Speaking from Memory <p>5. An over generalized or fixed belief about a person before meeting him is known as:</p> <ol style="list-style-type: none"> Stereotyping Unconventional Taboo Viewpoint 		
Q.4.	<p>a. Discuss the following with examples:</p> <ol style="list-style-type: none"> Process of listening The speech process <p>b. Briefly describe the strategies for speech delivery</p>	5	2