



National University of Computer & Emerging Sciences, Karachi
Spring 2022, CS-Department
Mid-Term 1



8th March, 2022; 10 am to 11 am

Course Code: SS152	Course Name: Communication and Presentation Skills
Instructor Name: Sameera Sultan, Faiza Mumtaz, Madiha Rehman, Sabeen Amjad, Hubra Razi, & Khadija Shereen	
Student Roll No:	Section No:

Instructions:

- **Return the question paper.**
- **Write only the answers in your answer copy after putting the correct question number.**
- **Answer all the questions in the answer copy.**

Time: 60 minutes

Max Marks: 45

Q1

(A) Select the best answer. Write only the alphabet in your answer script. [5]

1. Out of the following, which element is the medium through which messages are sent?
 - a) Sender
 - b) Channel
 - c) Context
 - d) Noise
2. Writing a diary every day is an example of _____ communication:
 - a) Public communication
 - b) Organizational communication
 - c) Intrapersonal communication
 - d) Interpersonal communication
3. Your presentation should consist of title slide, _____, body, and a conclusion.
 - a. Objects and summary
 - b. Objectives and summary
 - c. Objectives and quotations
 - d. Options and pages
4. Why should you keep text to a minimum on the slides?
 - a. So the focus is on you as the speaker
 - b. To help make your presentation longer
 - c. So the pictures are easier to see
 - d. To make the audience read what you are telling them
5. Communication taking place within one's own self during self-reflection, contemplation, and meditation is called:
 - a. Mass communication
 - b. Organizational communication
 - c. Intrapersonal communication
 - d. Interpersonal communication

6. Conveying messages to an entire populace through books, the press, cinema, television, radio, internet is known as:
 - a. Mass communication
 - b. Interpersonal communication
 - c. Intrapersonal communication
 - d. Organizational communication
7. What might happen if a presenter is not aware of pace in their presentation?
 - a. The audience may not have time to ask questions or take notes
 - b. The audience may not have understood what is being said
 - c. The presenter may not have time to finish the lesson
 - d. All of these answers are correct
8. Why is effective use of gestures important when presenting in the classroom?
 - a. To complement verbal communication
 - b. To provide a calming, repetitive atmosphere
 - c. To give time to the audience to take notes
 - d. To make sure the audience members in the last rows are able to hear the presenter
9. An example of non-verbal communication is
 - a. Talking on the phone
 - b. Texting
 - c. Emailing
 - d. Waving
10. Which of the following is not a barrier to communication?
 - a. Warm smile given to a friend who just won a prize
 - b. Noise
 - c. Anger
 - d. Differing conventions

(B) Identify the part/element of the communication process. You can choose from the options below:

Sender, receiver, channel, message, or feedback

Write only the option number in your answer script. [2]

1. The person who is reading an email
2. The content of a letter
3. The use of a memo to send a message to a coworker
4. A computer automatically replying a message to a receiver

(C) Indicate whether the messages given below contain verbal or nonverbal symbols or both. [2]

1. A telephone call to a supplier
2. Nodding head response to a spoken message
3. An email
4. A presidential address

Q2

(A) In the following examples of miscommunication/communication breakdown, determine the causes of failure in communication by identifying the communication barriers. Suggest how the barrier could have been avoided. For questions 3 and 4, write the corrected version as well. Do not write more than 3 sentences. [10]

1. A passenger is in the cab. The taxi driver asks the passenger, "Where to go, Sir?" The passenger says, "To Chennai". After some time, the cab driver asks, "This left Sir?". The passenger replies, "Well, right...."
The cab driver turns left...The passenger after a while screams that the instruction was not followed.

2. Professor in Economics class says: "It is important to work at a grassroots level, in order to find out the wishes of ordinary people". The teacher then asks a student to paraphrase what he has just said. The student's reply is: "It is important to consider the wishes of the people who lived in the countryside".

3. Analyze the ads and explain how they miscommunicate their meaning.

- For sale: an antique desk suitable for workers with thick legs and large drawers.
- It takes many ingredients to make Burger King great but..... "The secret ingredient is our People".

4. How do the following headlines miscommunicate information?

- Miners refuse to work after death.
- Two Soviet ships collide, one dies.

(B) Read the following passage and answer the questions below: [3]

Japanese people prefer greater formality in their dress, speech, and social interactions. Contrarily, North Americans place less emphasis on tradition and social rules. They tend to be informal, impatient, and literal.

Imagine a situation where an American entrepreneur, Mr. John, is about to meet Mr. Takishu, a Japanese businessman to make a deal. Mr. Takishu enters the room, bowing to all as introductions were made. Mr. John infringed and said, "No need to do this Mr. Takishu. In fact, we 've got the lunch hour only. I know you'll appreciate getting right down to business."

Throughout the meeting, Mr. John remained in his best conversational mood laughing and backslapping to appear delightful for the deal to be done. The Japanese personnel smiled back and was extremely polite, but did not respond. The meeting ended pleasantly. The Japanese ambassador took the deal contract papers to sign and but never returned. Mr. John commented, "They are strange people."

Questions

1. Identify the cultural misunderstandings that occurred during Takishu's meeting with John.
2. What suggestions would you offer Mr. John for improving his cultural competence?
3. At the end of the meeting with Mr. Takishu, John prepared an outline of their business to be signed. Why do you think Mr. Takahashi rejects John's business offer?

Q3

(A) Following are slides prepared by different presenters. Identify the problems in these slides and suggest recommendations for correction. Your recommendations will be enough. [6]

Slide 1:

Causes of Air Pollution

- The burning of fossil fuel
- Agricultural Activities
- Waste in Land Fills
- Exhausts from factories and industries
- Mining Operations

Slide 2:

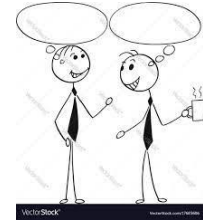
What is critical Reading?

Critical reading is a form of [language](#) analysis that does not take the given text at face value, but involves a deeper examination of the claims put forth as well as the supporting points and possible [counterarguments](#). The ability to reinterpret and reconstruct for improved clarity and readability is also a component of critical reading. The identification of possible ambiguities and flaws in the author's reasoning, in addition to the ability to address them comprehensively, are essential to this process. Critical reading, much like [academic writing](#), requires the linkage of evidential points to corresponding arguments.

Slide 3:

What is Social Media?

- Websites and applications that enable users to create and share content or to participate in social networking
- Interactive technologies and digital channels for sharing information, ideas, interests



(B) Following is the information gathered by Farhan for his presentation on “Saving Money”. Go through the information and prepare pointers for a Power Point slide. In your answer copy, draw a slide and write the heading and pointers you prepared on saving money. You have to put all the information on one slide only. [7]

Sometimes the hardest thing about saving money is just getting started. This step-by-step guide for how to save money can help you develop a simple and realistic strategy, so you can save for all your short- and long-term savings goals.

The first step to start saving money is to figure out how much you spend. Keep track of all your expenses—that means every coffee, household item and cash tip. Once you have your data, organize the numbers by categories, such as gas, groceries and mortgage, and total each amount. Use your credit card and bank statements to make sure you’re accurate—and don’t forget any. Once you have an idea of what you spend in a month, you can begin to [organize your recorded expenses into a workable budget](#).

Your budget should outline how your expenses measure up to your income—so you can plan your spending and limit overspending. If your expenses are so high that you can’t save as much as you’d like, it might be time to cut back. Identify nonessentials that you can spend less on, such as entertainment and dining out. Look for [ways to save on your fixed monthly expenses](#) like television and your cell phone, too. One of the best ways to save money is to set a goal. Start by thinking of what you might want to save for—perhaps you’re getting married, planning a vacation or saving for retirement. Then figure out how much money you’ll need and how long it might take you to save it. After your expenses and income, your goals are likely to have the biggest impact on how you allocate your savings. Be sure to remember long-term goals—it’s important that planning for retirement doesn’t take a back seat to shorter-term needs.

Q4

Imagine that you come across a very interesting application on Play Store. The application is designed to help you practice public speaking. Completeness is an essential feature of effective communication. Following completeness, compose an email message to your teacher suggesting her to download, install, and use the application and suggest the students to use it. [10]

-----The End-----