

Uva Wellassa University
Faculty of Management



All Degree Programs

FIRST YEAR SECOND SEMESTER EXAMINATION –August/September 2021
ESD 111 - 1 Communication Skills I

Special Alternative Assessment (Online)

Instructions to candidates:

Answer all questions.

No. of pages : One (01)
No. of questions : Two (02) Essay
Marks allocated : 50 Marks

01. Communication can be defined as the process of creating and sharing meaning through the use of symbols.

- i. Briefly explain the dynamic characteristics of the communication process.
(10 Marks)
- ii. Describe the components of communication process using the contemporary model of communication
(15 Marks)

02. Developing the ability to communicate effectively is an important element for modern education.

Explain the importance of effective interpersonal skills, speaking skills and critical thinking skills in education processes for a student who attends any education programme.

(25 Marks)

Instructions for online submission:

- I. Name & Index number need to be mentioned at the cover page of the assignment.
- II. The assignment should be around six A4 pages including images, graphs and charts and the references.
- III. Use font “Times New Roman” (English) size 12 with 1.5 spacing on A4 paper with one-inch margins of each side of the page.
- IV. Content of the assignment should be originally written by the author. Relevant references should be provided.
- V. All finalized assignments should be uploaded to VLE from your user account.
- VI. Deadline: September 07, 2021