

Uva Wellassa University

Faculty of Management



ALL DEGREE PROGRAMS

FIRST YEAR SECOND SEMESTER EXAMINATION- August 2022

ESD 111-1 Communication Skills I

Special Alternative Assessment (online)

Instructions to candidates:

This is an open book examination. Answer all questions.

No. of pages : Two (02)
No of Questions : Two (02)
Marks allocated : 50 Marks
Time allocated : 01 hour and 30 minutes

01. Communication is a two-way process by which the message in the form of ideas, thoughts feelings and opinions are transmitted between two or more persons with the intent of creating a shared understanding.
 - i. Define the term Communication and explain each characteristic of communication process using the contemporary model of communication.

02. “Thinking is the key to effective communication.” Discuss the importance of developing Skills of thinking. (25Marks)

Instructions for online submission:

- I. Name & Index needed to be mentioned at each page of the answer script.
- II. All Hand-written answer scripts should be uploaded to VLE from your user account.