

# **University of Sargodha**

**BS Term System (P.C), 2<sup>nd</sup> Term Exam 2013**

**Subject: I.T      Paper: Communication Skills (Eng-201)**

**Time Allowed: 2:30 Hours**

**Maximum Marks: 80**

**Note:      Objective part is compulsory. Attempt any three questions from subjective part.**

## **Objective Part**

- Q.1.      Write short answers of the following in two lines each on the answer book.      (16\*2)**
- ~~i. What is communication? ii. What is non-verbal communication? iii. What is the use of audio visual aids? iv. What is time management? v. Define oral communication. vi. What is feedback in communication? vii. What is comprehension? viii. What is memo? What is the role of memo writing in communication? ix. What is difference between comprehension and expression? x. What is resume? How it is helpful in communication? xi. What is the difference between letter and application? xii. Why is conciseness important in business letter? xiii. What is buffering in business communication? How it helps in effective communication? xiv. How is colon and semicolon differently used in a sentence? Give example. xv. What is the difference between encoding and decoding? xvi. What is ethics in business communication? What is its importance in business communication?~~

## **Subjective Part**

- Q.2.      What is the process of communication? Elaborate the factors that affect the communication.      (16)**
- Q.3.      Elaborate the principles of writing good English.      (16)**
- Q.4.      Elucidate the importance of oral communication? How verbal and non verbal communication affect our business? Explain.      (16)**
- Q.5.      What is good presentation? What are the qualities of a good and effective presentation? How body language plays a role in presentation?      (16)**
- Q.6.      Listening skills play an important role in effective communication. Elaborate.      (16)**