

University of Sargodha

BS 2nd Term Examination 2019

Subject: IT/CS/SE

Paper: Communication Skills (ENG-2412)

Time allowed: 2:30 Hours

Maximum Marks: 80

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

Objective Part (Compulsory)

- Q.1. Write short answers of the following in 2-3 lines each. (16*2)
- What is 'considerate communication style'?
 - What is 'active listening'? How it is different from 'pseudo-listening'?
 - What is 'paralanguage'? How it is important in communication?
 - What is 'audience analysis'?
 - What is a 'buffer statement'?
 - How would you define 'kinesics'?
 - Out of four language skills, 'listening' is considered to be the most active skill. Explain?
 - What is 'oral presentation'?
 - Define 'nonverbal communication'.
 - What is 'public speaking'?
 - What are some of the faults of 'listening'?
 - Differentiate between 'horizontal' and 'vertical communication'.
 - How prejudices effect our communication?
 - What are 'gestures'? How they add to communication process?
 - What is 'pre-writing'? How is it important in effective writing?
 - How would you define a 'subject line'?

Subjective Part (3*16)

- Q.2 Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated. Write a note on the importance of listening. Also throw some light on the barriers in listening.
- Q.3 What is formal oral presentation? What are its various goals? How does the audience influence its process?
- Q.4 How would you define 'negotiations'? What are various strategies to negotiate to resolve conflicts?
- Q.5 When facts do not help in convincing the audience, 'persuasion' comes for the rescue. What are different strategies to persuade audience?
- Q.6 What is 'interview'? What are various types of interview? Explain some useful strategies to appear for an interview. What strategies would you adopt as an interviewer?



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