

University Of Sargodha

BS 2nd Term Examination 2015

Subject: Information Technology 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 following questions. (2*16)

- ✓ 1. Define feedback.
2. What is the role of verbal clues and visual aids in communication?
- ✓ 3. How would you define source and decoder?
- ✓ 4. Is there any difference between verbal communication and Physical communication?
5. Define:
(I) Visual Construct (II) Auditory Construct
- ✓ 6. Draw communication style matrix.
- ✓ 7. Differentiate between active listening and passive listening.
- ✓ 8. Name the four kinds of Expression.
- ✓ 9. Define contaminated messages and meta-messages.
- ✓ 10. What is hidden agenda?
- ✓ 11. Write down the four stages of negotiation?
- ✓ 12. Define validation. What is the power of validation?
- ✓ 13. How does audience analysis take place in public speaking?
- ✓ 14. What is the role of multimedia in oral presentation?
- ✓ 15. What is external communication?
- ✓ 16. Define rapport building.

Subjective part (3*16)

✓ **Q.2. Explain different communication styles in detail. Give examples of communication for each style.**

Q.3. Write a short note on following:

- | | |
|--|--------------------------------|
| (I) Visual Representational System | (II) Verbal Communication |
| (III) Auditory Representational System | (IV) The communication Process |

✓ **Q.3. What are the processes involved in preparing an effective formal oral presentation?**

✓ **Q.4. Discuss in detail the main elements and components of communication.**

Q.5. Write a note on effective written communication. What are some types of written communication?