

University of Sargodha

BS 2nd Term Examination 2016

Subject: Computer Sc./I.T./Software Engineering

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 two lines each. (2*16)
- i. What is 'direct communication style'? 02
 - ii. How would you define 'persuasion'? 02
 - iii. How would you define 'proxemics'? 02
 - iv. Define 'validation'. Why does validation work? 02
 - v. 'Listening' is the most active skill. Explain. 02
 - vi. What are some strategies for 'negotiation'? 02
 - vii. What is 'oral presentation'? 02
 - viii. Define 'nonverbal communication'. 02
 - ix. What is 'public speaking'? 02
 - x. What are some of the faults of 'listening'? 02
 - xi. Differentiate between 'horizontal' and 'vertical communication'. 02
 - xii. Define language as a representational system. 02
 - xiii. How can a speaker manage speech anxiety? 02
 - xiv. What are 'gestures'? How they add to communication process? 02
 - xv. How would you distinguish 'fluency' from 'accuracy'? 02
 - xvi. What is 'pre-writing'? How is it important in effective writing? 02

Subjective Part

- Q.2.** Define communication. Write a detailed note on the process of communication. (16)
- Q.3.** What is formal oral presentation? What are its various goals? How does the audience influence its process? (16)
- Q.4.** Write a comprehensive note on various styles of communication (considerate communication style, systematic communication style, etc). (16)
- Q.5.** Define Non-Verbal Communication. How nonverbal communication is important in communication process? (16)
- 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? (16)