

32 ab

University of Sargodha

BS 2nd Term Examination 2014.

Subject: Information Technology Paper: Communication Skills (ENG-2412)

Time Allowed: 2:30 Hours

Session: 2013-17

Maximum Marks:

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

Objective Part

- Q.1. Write short answers of the following questions in 2-3 lines. (16*2)
- i. What is message?
 - ii. What is feedback?
 - iii. What is the difference between encoding and decoding?
 - iv. What is kinesthetic representational system?
 - v. What is physical communication?
 - vi. What is pseudo listening. What is its purpose?
 - vii. What is Para language what is its role in communication?
 - viii. What is the role of pre-judgment in communication?
 - ix. What is validation?
 - x. What is persuasion?
 - xi. What is role of audience analysis in public speaking?
 - xii. What is stage fright?
 - xiii. What is the role of font and colour in written presentation?
 - xiv. What is preliminary preparation proximity?
 - xv. What is the role of pitch and tone in communication?
 - xvi. What is the difference between source and message in communication?

Subjective Part (3*16)

- Q.2. What is communication process? Elaborate the importance of communication skills
- Q.3. What is internal representation? Explain the role of language as a representational system.
- Q.4. Elucidate different communication styles with examples for each style.
- Q.5. What is the role of persuasion elaborate ineffective and effective strategies for influencing others?
- Q.6. What is the role of rapport? Explain six steps in building Rapport.