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No of Pages	02

Vavuniya Campus of the University of Jaffna
Second Examination in Environmental Science/ Applied Mathematics and
Computing / Information and Communication Technology – March 2016
Second Semester
ACU 1210: Communication Skills

Time: 2 hours

Part – I (Structured Questions)

Answer ALL the questions. (Spend 80 minutes allocating a minimum of 5 minutes for each question)

1. Define the terms "communication" and "communication skills".
2. Explain the significance of "downward communication, "vertical communication" and "horizontal communication" with examples.
3. Describe the communication process in a university with reference to a relevant sector within.
4. Explain what is meant by inter-personal communication and mass communication.
5. "Oral and written communication methods have both formal and informal styles." Explain with examples.
6. Explain the patterns of communication such as chain, circle, star, wheel and Y-shape with examples.
7. Explain the role of mass media in persuasive communication.
8. Elaborate the interview techniques that an interviewee should consider for effective communication.
9. Discuss the role of information and communication technology for an effective presentation.
10. "Communication skills are important to carry out team work successfully." Explain.
11. "Negotiation skills are very important in conflict situations especially in human resource management". Explain.
12. Write the importance of delegation in an organization.
13. Explain the term "communication barriers" with examples.
14. "Is bargaining good for effective communication? Defend your position.

(5 × 14 = 70 Marks)

Part- II (Essay questions)

Answer only two questions. (Spend 40 minutes allocating 20 minutes for each question)

1. Critically explain how organizations in Sri Lanka deal with their internal and external communications in relation to provision of information, management participation, analytical skills, establishing and realizing objectives, strategy formulation, resource allocation, and delegation of duties.
2. "Excellent leadership qualities contribute towards effective communication". Discuss with examples.
3. Write the importance of communication skills especially with regard to internal and external motivation.

(15 ×2= 30 Marks)