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Vavuniya Campus of the University of Jaffna
First Examination in Environmental Science/Applied Mathematics and
Computing/information and Communication Technology 2015

Second Semester January/February 2017

ACU 1211 : Communication Skills

Time: 2 hours

Index No:

{spend 70 minutes allocating minimum 5 minutes for each question}

Part -1 (Structured Questions)

Answer all questions.

1. Differentiate the terms "Communication", "communication skills" and "communication process"?
2. Define the words "verbal communication", "nonverbal communication" and "written communication" with examples?
3. Enlist the merits and demerits of downward communication?
4. Explain why is listening the most important of all the skills in communication?
5. "Motivation helps to get higher involvement of employees to do the job "What is Motivation and how it is helping to achieve organization goals??
6. Define para-language, code, signals, icons, gestures in terms of effective communication skills.
7. what is the difference between efficient communication and effective communication?
8. "Communication skills are important to carry out team work successfully "explain.
9. "The goal of all communication is for the receiver to understand the message that is conveyed" elaborate any 4 principles from 7 principles (7c's) in communication to full fill its goals? (completeness, correctness, clarity, consistency, consideration, courtesy, concreteness
10. Briefly describe mass media and its effects on communication nowadays?
11. Define the words training and development in communication?
12. "Performance appraisal and evaluation plays key role in organizational communication" explain?
13. "Negotiation skills are fundamentally important in conflict situations" explain with a case from any context?

14. "We cannot solve our problems with the same thinking we used when we created them" evaluate the influence of technological advancement in communication?

(14×5=70 Marks)

Part - 2 (Essay Questions)

(Spend 50 minutes allocating 25 minutes for each question)

Answer only two questions.

1. Critically analyze all the barriers of effective communication? Illustrate using relevant examples, indicating clearly the impact of each barrier?
2. Briefly describe the following terms-
 - (i) sympathy and empathy in communication
 - (ii) skills for Internet and Intranet communication
 - (iii) Delegation and chain of command
 - (iv) Oral presentation skills in diverse contexts
 - (v) Interpersonal communication and public communication
3. "Management is doing things right but leadership is doing right things" Define what leadership is and discuss its types and evaluate the importance of communication skill to a successful leader?

(15×2=30 Marks)