



National University of Computer & Emerging Sciences, Karachi
Fall 2023, CS-Department
Mid-Term 1



25th September, 2023; 11:30 am to 12:30 pm

Course Code: SS1008	Course Name: Communication and Presentation Skills
Instructor Name: Sameera Sultan	
Student Roll No:	Section No:

Instructions:

- **Return the question paper. Answer all the questions in the answer copy.**
- **Write only the answers in your answer copy after putting the correct question number.**
- **The paper has 4 pages and 3 questions.**

Time: 60 minutes

Max Marks: 40

Q1(CLO3)

- 1. Which of the following requires a sophisticated and planned approach to communication, one which we adopt in public speaking? Write “P” for planned approach and NP if planned approach is not necessary. [4]**
 - a. Job interview
 - b. At a bus stop, asking a stranger for time
 - c. A normal conversation with friends at the cafeteria
 - d. A presentation
 - e. A short speech to thank your team for their efforts
 - f. Small talk with cousins at a family gathering
 - g. A briefing to the team about the next month’s sales targets
 - h. Asking a bystander about directions to a specific office
- 2. State whether the following statements are true or false. [4]**
 - a. Public speaking is a relatively new field of study, originating from the 20th century.
 - b. The type of vocabulary used in a normal conversation would depend on the context of communication and the relationship between the speaker and the listener.
 - c. Public speaking does not necessarily require the use of humor.
 - d. Thorough preparation and rehearsals are effective ways to overcome glossophobia
 - e. Fear of public speaking is a rare issue which affects very few people.
 - f. Presentations are more conversational than a speech.
 - g. One cannot deliver a presentation without the support of multimedia.
 - h. Public speaking requires the use of simple but grammatically more accurate sentences when compared with casual conversation.
- 3. State the purpose of the presentations considering the scenario and topic. You can choose the purpose from the options below. [4]**

To inform/To persuade/To entertain

 - a. A manager giving a short presentation in a meeting to discuss the new procedure to access the company’s past records.

- b. A student giving a presentation on the topic “Why digitizing and automating data management in governmental institutions is necessary and the need of the hour”.
- c. A group of final year students giving a presentation on their final year project topic to attract their target supervisor.
- d. A group of Fastians giving a presentation to the students of DHA Sufa University to encourage them to participate in PROCOM.Net 2024.

Q2(CLO1)

- 1. The following are different forms of communication. State whether they are verbal, non-verbal, or graphic. Focus on the primary nature of the communication form. [4]**

a. Teaching an in-person class	b. Eye contact	c. A graph demonstrating the rising cost of living in Karachi since 2010	d. Ordering food at a restaurant
e. A gesture to come in the room	f. A road sign showing the maximum speed limit for an area	g. An angry glare	h. A use-case diagram

2. Choose the best answer. [5]

1. The content of communication is called
 - a. Message
 - b. Noise
 - c. Jargon
 - d. Media communication
2. Which of the following is an example of non-verbal communication?
 - a. Bulletin board
 - b. Handshake
 - c. Danger notice
 - d. Brochure
3. Any communication that conveys a message consisting of words is called
 - a. Verbal communication
 - b. Written communication
 - c. Non-verbal communication
 - d. Oral communication
4. A certain look or glance is an example of
 - a. Verbal communication
 - b. Written communication

- c. Non-verbal communication
 - d. Oral communication
 - 5. _____ is the process by which the receiver interprets the symbols used by the source of the message by converting them into concepts and ideas.
 - a. Listing
 - b. Encoding
 - c. Decoding
 - d. None of above
 - 6. "Communication is a process" means that
 - a. communication has clear beginning and ending points.
 - b. communication resembles still pictures more than motion pictures.
 - c. communication is ongoing and continuous.
 - d. communication consists of discrete and separate acts.
 - 7. When is the communication process complete?
 - a. When the sender transmits the message
 - b. When the message enters the channel
 - c. When the message leaves the channel
 - d. When the receiver understands the message.
 - 8. Why is encoding relevant for communication?
 - a. It is the method by which a message is sent.
 - b. It is the process of interpreting a message once it is received.
 - c. It is a form of noise that disrupts the receiver from properly understanding the message.
 - d. It is the process of transforming a thought into a message that can be sent.
 - 9. Which of the following is the BEST explanation of a communication channel?
 - a. A station that broadcasts different ideas and views.
 - b. The process of encoding.
 - c. The verbal communication process.
 - d. The medium by which a message is transmitted.
 - 10. Johnny is a second-year freshman. He is having some difficulties in understanding his professor because he did not have enough sleep. Why is this an example of noise?
 - a. He cannot properly encode the message due to his fatigue.
 - b. He is obviously being disrupted by his fellow classmates.
 - c. He is unable to listen to the message physically.
 - d. His fatigue is preventing him from decoding the message.
- 3. Explain how interpersonal communication is different from intrapersonal communication. [2]**
- 4. Identify the barrier hindering communication in the following scenarios. You can choose from the options below. [5]**
- Physical/Psychological/Linguistic/Semantic/Socio-cultural**
- a. A class is in progress and the students cannot hear the teacher properly due to construction work on the upper floor.
 - b. An employee is attending a meeting. He is thinking about how he will get his manager's approval for 2 weeks' leave and misses an important piece of information given by a colleague.

- c. In a conference, the speaker says, “We need the chair immediately.” A volunteer runs and gets a chair and brings it on the stage. The speaker tells the volunteer, “Not this chair. We need the chair of the session. Can you please find him?”
- d. The boss is dictating a letter to his secretary. The secretary is asked to type the letter immediately, but the keyboard of her laptop starts malfunctioning. The boss is frustrated.
- e. An Arabic man visits China. He orders some rice at the restaurant. The Arab man cannot understand how to eat with chopsticks, so he starts eating with his hands. The people at nearby tables look disapprovingly and he says that it is normal for people in his country to eat with hands.

5. Suggest two strategies a sender can use to avoid psychological barriers. [2]

Q3 (CLO3)

- 1. State 4 rules for preparing effective presentation slide. Draw an example slide for every rule. [5]**
- 2. Imagine that your friend Ahmer has to give a presentation in his class next week. He has come to you for some advice on how to deliver a presentation effectively. Give him 3 tips regarding the efficient use of voice and also give him 3 tips about the proper use of body language. Be brief. Write every tip in one sentence only. [5]**

-----The End-----