

QP Code: 301007

Reg. No:.....

**Third Professional BUMS Degree Supplementary Examinations  
January 2023  
Communication Skills**

**(2015 Scheme)**

Time: 3 hrs.

Max. Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

**Long Essays**

**(2x15=30)**

1. What is communication. Explain the process of communication with it's diagram.
2. Explain about electronic media types and its reliability.

**Short Essays**

**(8x5=40)**

3. Enlist the differences between business communication and general Communication.
4. Elaborate group discussion.
5. Ethics in communication.
6. Give eight examples of written communication.
7. Critically compare and contrast among listening and hearing.
8. Discuss the difference between chronemics and kinesics.
9. Explain about interpersonal communication and its stages.
10. What is unfocussed interaction.

**Short Notes**

**(10x3=30)**

11. List the channels of interpersonal communication.
12. What is decoding.
13. Role play exercise.
14. What is the device used to scan the documents. Explain.
15. Enlist means of social media.
16. What does Debate mean.
17. Mention 7 C's of communication.
18. Define formal communication.
19. Text Book.
20. What is the full form of E mail. Explain its significance in communication.

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