

QP Code: 301007

Reg. No:.....

**Third Professional BUMS Degree Regular/Supplementary
Examinations March 2024
Communication Skills**

(Common for 2015 and 2016 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. Explain various methods and principles of communication.
2. Describe the uses of computers in developing communication skills.

Short Essays

(8x5=40)

3. What is the difference between Print Media and Electronic Media.
4. Explain about computer modelling.
5. New media communication.
6. Write down the structural features of a brochure while organizing a seminar.
7. Delineate Internal and External Communication.
8. What are the skills a speaker should expertise for handling questions from the audience.
9. What are the advantages and disadvantages of computer aided communication.
10. What are the vocal aspects of verbal communication

Short Notes

(10x3=30)

11. Social Media.
12. What are the limitations of computer assisted instruction.
13. Differentiate single and multi-user operating system.
14. What are the basic five skills a candidate must have to be a potential speaker.
15. What do you do when you realize the audience is not understanding the point you are trying to make.
16. How do you best prepare yourself as an Initiator for mixed cultural listeners.
17. Eye Contact.
18. Define Lecture.
19. List the benefits of sharing ideas.
20. Elaborate drug index.
