VPM's B. N. Bandodkar College of Science, Thane
F.Y.B.Sc. Semester I Examination, March 2018
Course Code : USIDSSPD01

Q. 1 **Answer the following**

a What is Communication? Explain the importance of effective communication 8

OR

a Discuss the elements of communication 8

b Write note on : Silence 7

OR

b What are the benefits of effective communication? 7

c Write note on Communication using E-mail 5

OR

c Diferentiate between verbal and non-verbal communication 5

Q. 2 **Answer the following**

a List and explain the features of business communication. 8

OR

a Define business writing? Why business writing is importance? 8

b List and explain common components of business letters. 7

OR

b What is cross-cultural communication? Explain in detail 7

c Write notes on i) Top-to-Bottom communication ii) Bottom-to-Top communication 5

OR

c What is memo? Explain the structure of memo. 5

Q. 3 **Answer the following**

a What is listening? Explain the importance of listening. 8

OR

a Write notes on : i) Postures ii) Gestures 8

b What is non-verbal communication? Explain its importance. 7

OR

b What are the barriers to effective listening? 7

c Write note on Emotional Intelligence 5

OR

c Discuss in detail Psychological berriers in the communication. 5

Q. 4 **Attempt *any three* of the following** 15

a List and explain technology based communication tools.

b Explain how personal appearance affects the communication.

c Write a letter to your friend for his success in examination.

d Write a difference between business presentation and public speaking.

e Discuss in detail organizational barriers in the communication process.

f Explain Eye Contact as non-verbal communication

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