



Total No. of Questions: 3

Total No. of Pages: 1

First Year BA / BSc
COM-11301(a) : Image Building
(Semester I)

Program: BA / BSc

Program Specific:

Course Type: Open Elective (OE)

Paper:

Credits: 2

Time: 2 Hours

Max. Marks: 30

SET: A

Instructions to the candidate:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw a well labelled diagram wherever necessary.

SECTION: A

Q1) Answer the following (Any 5)

[5 X 1= 5]

1. Communication without words is called as..... communication. (Non-verbal, Written, Verbal)
2. Communication starts with..... (Encoding, Sender, Receiver)
3. Resume is enclosed with..... Letter. (Sales, Complaint, Application)
4. Gesture is an example of (Speech, Grammar, Body Language)
5. Inattentiveness is barrier of communication (Psychological, Technical, Cultural)
6. type of communication is more specific. (Written, Oral, Non-verbal)
7. In communication senders of message are more and respondent is one. (Presentation, Interview, Group Discussion)

SECTION: B

Q2) Write short notes (Any 3)

[3 X 5 = 15]

1. Principles of effective communication
2. Cultural Barriers
3. Elements of Communication Process
4. Public Speaking Skills
5. Interview Skills

SECTION: C

Q3) Draft a Job Application Letter for the post of Office Executive.

[10]
