

Paper Id:

165103

Roll No:

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B FAD
(SEM-I) THEORY EXAMINATION 2019-20
PROFESSIONAL COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define silhouette.
- b. What is IPA in English?
- c. Explain interpersonal communication.
- d. Use the given in your words: Jealous and Zealous.
- e. Explain eye contact in presentation.
- f. Define Vowels.
- g. Define Active listening

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

- a. What is presentation strategy in business communication? Discuss the role of body language in presentation.
- b. Discuss intrapersonal barriers in communication.
- c. Scanning method of reading is different from skimming method. Explain with examples.
- d. Write an article of 300 words on prêt a porter market in India
- e. What do you understand by 7Cs in communication? Explain in detail.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

- (a) What do you understand by reading comprehension? Discuss various types of reading with examples
- (b) Is abstracting different from summarizing? Explain.

4. Attempt any one part of the following: 7 x 1 = 7

- (a) What do you understand by IPA? Discuss in detail different vowel sounds with examples.
- (b) What do you understand by the term paralinguistic features in presentation skills?

5. Attempt any one part of the following: 7 x 1 = 7

- (a) Discuss listening process and types of listening.
- (b) What do you understand by the term speaker listener relationship in communication?

6. Attempt any one part of the following: 7 x 1 = 7

- (a) What are the features of communication? Define its role in effective writing skill.
- (b) How formal speech is different from informal speech?

7. Attempt any one part of the following: 7 x 1 = 7

- (a) What is précis writing? Discuss various steps of précis writing.
- (b) Discuss inductive and deductive method of paragraph writing.