

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017-18
Year and Program BBA I	School School of Commerce and Management	Department Bachelor of Business Administration
Course Code MBC106	Course Title Professional Communication Skills II	Semester –Even (II)
Day and Date Friday 24 th May, 2019	End Semester Examination Old Course	Time: 3 hrs, Max Marks: 100 10-30 am to 1-30 pm

Pattern of Question Paper:

- 1) There shall be five questions each of 20 marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) A Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall assess knowledge, application of knowledge, and the ability to synthesize knowledge. The paper setter shall ensure that questions covering all skills and all units are set. She/he shall also *mandatorily submit* a detailed scheme of evaluation along with the question paper. Questions shall be of three categories of difficulty level – low difficulty, average difficulty and high difficulty.

Instructions: 1) All Questions are compulsory.

		Marks	COs
Q.1	Attempt following questions		
a)	Read the following statements and write whether they are True or False (Any 5) 1. Communication is a dynamic Process. 2. In organizational setting, messages flow from one level to another without any systematic manner . 3. Active listening is a very important skill in professional life. 4. Power point is not useful in effective presentation. 5. Verbal communication is held without use of words. 6. Written communication is associated with Non – verbal method of communication.	10 2 2 2 2 2 2	 CO106.1 CO106.2 CO106.2 CO106.2 CO106.1 CO106.1
b)	Answer the short questions (Any 5) 1 .Explain the term Netiquettes in short. 2. Explain the role of technology in communication process. 3. What is the impact of social media in our personal life? 4. What is self development? 5. Explain the term Blog writing in short. 6. Write a short note on professional etiquettes.	10 2 2 2 2 2 2	 CO106.3 CO106.4 CO106.3 CO106.4 CO106.3 CO106.3

Q.2	Answer the following questions (any Two)		
a)	Write a detailed note on modes or types of communication.	10	CO106.1
b)	Explain the different types of networks in organizational communication process.	10	CO106.1
c)	Write a detailed note on directions of flow of communication in organizational setting.	10	CO106.1
Q.3	Answer the following questions (any Two)		
a)	Write a detailed note on interpersonal Communication with its types and examples.	10	CO106.2
b)	Write a detailed note on the importance and benefits of listening skills with the types of listening.	10	CO106.2
c)	Write a detailed note on intra- cultural and inter- cultural communication in detail.	10	CO106.2
Q.4	Answer the following questions (any Two)		
a)	Write a detailed note on Internet etiquettes or Netiquettes	10	CO106.3
b)	Explain the difference between use of text messages and email in business communication.	10	CO106.3
c)	Write a detailed note on the use different technical devices used in effective communication.	10	CO106.3
Q.5	Attempt the following questions.		
a)	Explain the importance, objectives and techniques of self development.	10	CO106.4
b)	Write a detailed note on the role of communication skills in the process of self development with examples.	10	CO106.4

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