



B. P. COLLEGE OF BUSINESS ADMINISTRATION
(A Constituent college of Kadi Sarva Vishwa Vidhyalaya)
MID SEM Examination- March-2014

Date: 15/03/14

BBA SEM -II

Total marks: 60

Roll No...

SUB: Professional Communication in Practice

Duration: 3hrs

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- Q1. a. Explain active listening in detail. 6
b. Differentiate between active and passive Reading. 6
- Q2. a. Do as directed: 6
- Note taking begins with defining topic.
a. True b. False
 - Process must be presented in the form of
a. Table b. Flow- chart c. list d. Summary
 - Rhetorical Questions develop
a. Credibility b. Attention c. preview d. Body
 - Judgemental listening needs
a. Critical view b. Abstraction c. Benevolence d. None
 - Passive readers skim and scan the text
a. True b. False
 - Restatement of main points must be
a. Rephrased b. Avoided c. Discarded d. Lengthy
- Q2. b. Explain Listening Process with the help of a diagram. 6
OR
b. Explain Appreciative listening with suitable illustration. 6
- Q3. a. Write a short note on effective writing strategy 6
b. Explain schematising in note-taking strategy. 6
OR
a. Explain speaking process with the help of a diagram. 6
b. Write a short note on etiquettes in communication. 6
- Q4. a. Create three meaningful words using suffix- **tion** & Prefix **-anti** respectively. 6
b. Explain the major determinants of effective Listening. 6
OR
a. Write a short note on attention grabbing techniques in presentation. 6
b. Write a short note on answering techniques. 6
- Q5. a. Explain the importance of eye-contact in communication. 6
b. Explain three types of hand-shake and its business implication. 6
OR
a. "Sitting posture speaks volume about one's mind" explain. 6
b. Write a short note on importance of Space proximity in communication. 6