



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 2nd Semester Examination, 2022

LCC2-P1-BBA(TAH)

COMMUNICATION AND PRESENTATION

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. Write any three points stating the importance of communication. 3
2. What do you understand by the term “conversation”? 3
3. What is Non-Verbal Communication? 3
4. Describe any three types of reading. 3
5. Why the power of listening is considered to be an important part of communication? 3
6. Differentiate between formal and informal communication. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. “English has become the backbone of building strong communication network”. Explain. 6
8. Write short notes on the following: 2+2+2
 - (i) Group Communication
 - (ii) Aesthetic Communication
 - (iii) Visual Communication.
9. What are Writing Skills? Write three ways to improve Writing Skills. 6

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| 10. | What do you understand by the term “Communication”? | 6 |
| 11. | How communication plays an important role in an organisation and in personal life? | 6 |
| 12. | Write six rules to develop good conversation skills. | 6 |

GROUP-C

Answer any *two* questions from the following

12×2 = 24

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| 13. | Explain eight barriers to effective communication. Differentiate between Interpersonal and Intrapersonal Communication. | 8+4 |
| 14. | Write two benefits of being a good listener. Explain the concept of Communication theory. | 2+10 |
| 15. | Elaborate Internal Communication and External Communication. | 6+6 |
| 16. | What do you understand by Paralanguage? Explain the Communication process. | 2+10 |

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