Sub Code:RFD103

Paper Id: 165103 Roll No:

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.

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