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Sr. No. 324109

December 2023

BSC (Animations) Re-Appear 1st Sem., ~~December 2023~~

Basics of Communication (BSC-AM-21-102)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) What is the fundamental definition of communication? (1.5)
- (b) In what ways can cultural differences affect communication? (1.5)
- (c) Why is understanding the context essential for effective communication, and (1.5) how does it influence the interpretation of messages?
- (d) How can strong writing skills be applied in various professional settings, and (1.5) why are they considered a valuable asset in the business world?
- (e) What distinguishes effective business correspondence, and how does it differ (1.5) from other forms of written communication?
- (f) In official correspondence, what key elements should be present to ensure (1.5) clarity, professionalism, and adherence to organizational standards?
- (g) What are some fundamental elements of basic etiquettes that individuals (1.5) should adhere to in various social and professional settings?
- (h) How does body language contribute to effective communication, and what are (1.5) some key non-verbal cues that convey confidence and professionalism?
- (i) In a multicultural environment, why is awareness of gestures and their cultural (1.5) interpretations important for fostering positive interactions?
- (j) How does sign language facilitate communication for individuals with hearing (1.5) impairments, and what role does it play in promoting inclusivity?

PART -B

- Q2 (a) How would you distinguish between effective and ineffective communication, (7.5) and why is mastering effective communication skills crucial in both personal and professional contexts?
- (b) What are the essential components of a well-crafted resume, and how can (7.5) strategic writing enhance one's chances of securing a job?
- Q3 (a) What are some universally recognized gestures that convey appreciation, (7.5) agreement, or disagreement, and why is it important to interpret them accurately in diverse cultural contexts?
- (b) In what ways can the use of jargon or technical language act as a barrier to (7.5) communication, and how can individuals ensure their message is accessible to diverse audiences?
- Q4 What are the primary objectives of communication, both on an individual level (15)

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and within organizational contexts, and how do these objectives align with broader goals and outcomes?

Q5 (a) Looking at communication in the context of leadership, how does effective communication contribute to the success of leaders, and what communication skills are particularly crucial for effective leadership? (7.5)

(b) What social barriers can impede effective communication in a group or community, and how can individuals overcome these obstacles? (7.5)

Q6 (a) How does the fear of judgment or criticism create psychological barriers in communication, and what techniques can help individuals build confidence and express themselves more openly? (7.5)

(b) In condensed writing, what techniques can be used to convey information concisely without sacrificing clarity or completeness? (7.5)

Q7 When tasked with essay writing, what strategies can be employed to develop a coherent and persuasive argument while maintaining a structured format? (15)

PART B

Q2 (a) How would you distinguish between effective and ineffective communication, and why is mastering effective communication skills crucial in both personal and professional contexts? (7.5)

(b) What are the essential components of a well-crafted resume, and how can strategic writing enhance one's chances of securing a job? (7.5)

Q3 (a) What are some universally recognized gestures that convey appreciation, agreement, or disagreement, and why is it important to interpret them accurately in diverse cultural contexts? (7.5)

(b) In what ways can the use of jargon or technical language act as a barrier to communication, and how can individuals ensure their message is accessible to diverse audiences? (7.5)

Q4 What are the primary objectives of communication, both on an individual level (15)

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