

COMMUNICATION SKILLS

(CBCGS , DEC 2018)

Q1](A) Define communication .Illustrate it with examples from one existing communication pattern in your college / institute .(3)

Ans : Communication is defined as the process of exchanging information ,usually through a common system of symbols .It is derived from the Latin word “ communis “ which means common .It takes a wide variety of forms from two people having a face-to-face conversation to hand signals to messages sent over the globe tele-communication networks .

In my college ,the existing communication patterns consists of verbal communication i.e. oral and written communication .Non-verbal communication is not used much .Kinesics also serves as a major method of communication with facial expressions ,oculesis ,gestures ,postures ,etc. Thus ,we can say that the process of communication facilitates interaction among people and it is a way of reaching out to others with facts ,ideas ,thoughts and values .Communication acts as a medium of sharing repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the future .

Q1](B) Identify the barriers in the following communication situations : (2)

- i) The presenter uses only technical terms in a seminar and could not impress the audience .**
- ii) The DJ music was so loud that the students could hardly study .**
- iii) Inability of the rural audience to understand the speech of the President of America on TV .**
- iv) A soft drink company launched its new range of soft drinks in the month of December and got very poor sales.**

Ans : i) Language (Linguistic) Barrier .
ii) Physical Barrier (competing stimulus)
iii) Cross-Cultural Barrier
iv) Physical Barrier (Environmental stress)

Q1](C) Any three differences between General and Technical communication .

(3)

Ans :

General Communication	Technical Communication
1) It consists of general messages .	1)It consists of technical messages .
2) This way of communication is informal in style and approach .	2) This way of communication is mostly formal in style and approach .
3) There is no set pattern in it .	3) It follows a set pattern .
4) This type of communication is not always for a specific audience .	4)This type of communication is always for a specific audience .
5) There is no use of technical terms or graphics .	5)It frequently involves jargons , graphics , etc .
6) It is mostly oral .	6)It is both oral and written .

Q1](D) Match the following :

(2)

A

- i)Avoid an injury**
- ii)Marketing goods**
- iii)ACD/38/2771/98**
- iv)Left aligned**

B

- a. Reference No**
- b. Warning**
- c. Complete block**
- d. Sales letter**

- Ans :**
- i) Avoid an injury - Warning .
 - ii) Marketing goods - Sales letter .
 - iii) ACD/38/2771/98 - Reference No.
 - iv) Left aligned - Complete block .

Q2](A Write two lines on any two objectives of communication (2)

Ans : The basic objective of all human communication is to “ obtain an understanding response “. With what intention do we communicate , governs the way we communicate. One need to be clear about “ why ” and to accomplish “ what “ one is communicating . Some important objectives of communication are :

- i) *Motivation and Raising morale : A family has to ensure that its members are motivated .Similarly an organization has to keep its employees motivated for better output and loyalty .Through effective communication , the moral of employee must be kept high .The higher authorities must ensure that damaging rumours are kept at bay and that there is an environment of trust and faith by means of maintaining open communication and being approachable .*
 - ii) *Information : The prime objective of communication is to exchange information within and outside organisation .It is imperative to ensure that information flow is smooth so that the organisation can grow and its employees and customers are happy .*
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Q2](B) Any two non-verbal methods of communication during a presentation . (3)

Ans : *The non-verbal methods of communication during a presentation are :*

1) Kinesics :

- i) *Kinesics is the name given to the study of the body's physical movements and hence it is also referred to as the body language .It is the way the body communicates without words i.e. through various movements of its parts .*
- ii) *The body movements are often determined by internal psychological stimuli like emotions ,feelings ,etc . Emotions like anger ,restlessness ,joy ,sadness or dejection find expression by body language more than through vertical dialogue .*
- iii) *Body language is a good measure of the psychological disposition of a person .The silent films of Charlie Chaplin is an excellent example of how well a message could be communicated only by the use of body language .*
- iv) *One cannot rely on body language completely as it is indicative and can differ from culture to culture .Gestures and postures can be grossly misunderstood .Even then ,body language can give an idea about the senders psychological state of mind to a great extent ,which can help the receiver to respond accordingly .*
- v) *Body language can help the manager to know in advance the mental attitude of his subordinates and this can help him in deciding the next course of action .In business negotiations ,marketing ,interviewing ,formal meetings and even informal interactions , body language plays a significant role .*

2) Kinesics Body Language :

- i) *Body language as kinesics is the most widely used medium of communication . Body language is a passive medium where the body does not wait for the conscious mind to signal messages . The different body movements convey meaning .*
- ii) *The body movements are often determined by internal psychological stimuli like emotions , feeling ,etc .Emotions like anger ,restlessness ,joy ,sadness or dejection find expression more by body language than by its verbal counterpart .Body language is a good gauge to measure the psychological disposition of a person .*

iii) *Body movements could be mastered through training and practice as actors and dancers do in their performances .*

iv) *Body language includes communication conveyed by facial expressions , gestures , postures and even dress or appearance .*

The types of Kinesics Body Language are :

- a) *Facial Expressions : The face acts as the mirror of feelings and emotions . Feelings like embarrassment, surprise, anger, boredom ,restlessness ,disgust or fear show up on the face unconsciously .*
- b) *Oculesics (Eye contact) : The eyes not only receive signals but also provide an important focus for face-to-face communication .Proper eye contact is required when two people interact with each other*
- c) *Gestures : Gestures convey meaning by movement of the limbs .Gestures help to add emphasis to oral communication .Gestures are involuntary and habitual .*
- d) *Postures : Posture is determined by the movement of the lower torso .The position of the body communicates the mental disposition and like gestures ,this is often involuntary .*
- e) *Proxemics : Proxemics is the study of human use of space and the effects that population density has on behaviour ,communication and social interaction .*
- f) *Chronemics Time Language : Chronemics is the study of how human beings communicate through their use of time .Time language is the communicators approach and perception to time .*
- g) *Haptics (Communication by touch) : The sender and the receiver can communicate with each other by means of direct physical contact which is haptics or touch .*

Q2](C) As the Purchase Manager of your company you had ordered two dozen personal computers . When the consignment arrived , you found some pieces in damaged condition . Write a complaint letter to the Sales Manager of the company asking for replacement or compensation . (Complete block) (5)

Ans :

SHRICHAND KELWANI ELECTRONICS PVT. LTD
GOVARDHAN SAPTI MARG
SURAT –4769248

13 Dec 2018

SALES MANAGER
ACER COMPANY
216 S.V ROAD,BANDRA
MUMBAI-400050

Subject : Asking for adjustment for the defective computer appliances

Dear Sir ,

We had ordered 24 laptops from your company in the month of March .When the consignment arrived yesterday ,we found that 6 laptops were in damaged condition.

We have to inaugurate our new communication centre next week .So we request you to replace the damaged laptops at the earliest . Please make the necessary arrangements to take back the damaged consignment.

We have had fruitful associations with you in the past ,so we look forward to a favourable response .

Yours Faithfully
T.M Jadhav
Purchase Manager

Q3](A)Write short notes on any four

(8)

- i) Signature Block in official letters .**
- ii) Clarity and Correctness**
- iii) Vertical communication**
- iv) Advantages of written communication .**
- v) Feedback**

Ans :

i) Signature Block in official letters :

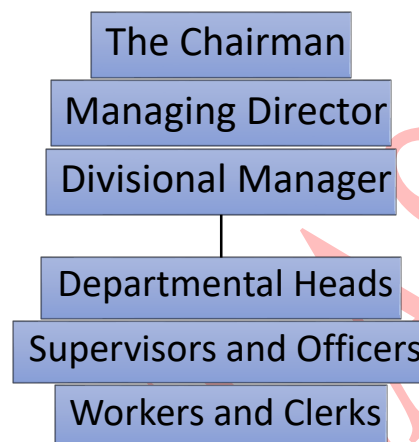
Signature Block includes a handwritten signature (avoid stamps and computerized signatures when possible).Beneath signature ,name is typed and title is given .If you are representing a company ,the company's name should be written in ALL CAPS directly underneath the complimentary closing ,before the signature .Four spaces are included between the complimentary closing and the typed name .The way a

person signs the signature block , makes the reader take notice of who the person is and what credentials the person has .

ii) Clarity and Correctness :

Transmission of maximum information by using minimum words should be the technique for drafting business letters .If we clearly write what we wish to say ,we will be able to grab the attention of the recipient and help him understand the message .Since official letters are meant to send and receive information ,it is imperative that the information sent and received is complete and authentic .Before exposing any thought on paper ,construct it in your mind so that it is free of ambiguities .Clear thinking and clear writing go together .One should avoid long introduction and preliminaries which may irritate the reader .Long involved sentences can make the message cluttered and unclear .

iii) Vertical Communication :



- 1) Vertical communication is transmitted by upward and downward flow of messages .
- 2) Information is transmitted from top management to the employees working in the organisation and vice versa .
- 3) Vertical or up-and-down communication is essential in every organisation so that management can give directives and send information downwards and also receive periodic information from subordinates about the effectiveness of their directives and the progress of the organisation .

iv) Advantages of written communication

The advantages of written communication are :

- 1) Accuracy level is high when compared to oral communication as it is well planned and organized .
- 2) It serves as a permanent record as it is documented . It can also act as a legal document . Most official communication needs to be documented and filed . Written documents are more confidential .
- 3) One can trace responsibility as written documents when signed become authentic and the person who signs , is answerable about its contents .
- 4) Written communication can be kept as a permanent record of communication . Signed documents serve as legal documents . Therefore in official communication, oral messages are backed up by a written record.

- 5) Dissemination of information is easily possible as several copies of the written matter can be photocopied and reprinted .Message can reach a large number of people .
- 6) Written communication can be stored and retrieved whenever required . It can be referred to whenever needed at one's convenience .

v)Feedback

Feedback is a response from the receiver that informs the sender how the communication is being received . Feedback is the observation of the recipients response .Providing constructive feedback to employees can help them to continuously improve . Feedback is what makes the cycle of communication complete . For example ,in classroom ,from the non-verbal and verbal feedback from the students, a teacher can get to know whether the lesson taught is clearly understood by the student or not and whether there is a need for further explanation . Hence it is rightly said ,the feedback is the backbone of an organization . If a business takes its feedback from customer in the right spirit it will be on the path of continuous development .

Q3](B) Choose the correct option : (2)

Lower in value : Depricate (**Deprecate /Depreciate**)

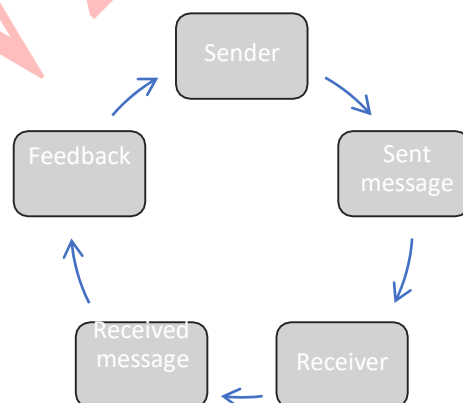
Feeling regret : Regretful (**Regrettable / Regretful**)

Head of an Institute : Principal (**Principle / Principal**)

Tranquility : Peace (**Piece / Peace**)

Q4](A) Define the process of communication with the help of diagram and an example . (3)

Ans : The process of communication is the steps we take in order to successfully communicate .Components of the process of communication include a sender ,encoding of a message ,selection of a channel of communication ,recipient of the message by the receiver and decoding of the message .



Eg . A manager may be highly qualified and skilled but if he does not possess good communication skills ,all his abilities become irrelevant .A manager must communicate his directions effectively to his subordinates to get the work done from them properly .

The elements involved in communication process are :

- 1) *Sender* : The sender or the communicator generates the message and conveys it to the receiver .He is the source and the one who starts the communication .
- 2) *Message* : It is the idea ,information ,fact ,view ,feeling ,etc. that is generated by the sender and is then intended to be communicated further .
- 3) *Encoding* : The message generated by the sender is encoded symbolically such as in the form of words ,pictures ,gestures ,etc. before it is being conveyed .
- 4) *Decoding* : It is the process of converting the symbols encoded by the sender .After decoding the message ,it is received by the receiver .
- 5) *Receiver* : It is the person who is last in the chain and for whom the message was sent by the sender .Once the receiver receives the message and understands it in proper perspective and acts according to the message ,only then the purpose of communication can be successful .
- 6) *Feedback* : The sender is able to understand whether the receiver has understood the message or not and if the message has created the desired impact ,only through feedback from the receiver .

Q4](B) Write the disadvantages of oral communication . (3)

Ans : The disadvantages of oral communication are :

- 1) Oral communication has no permanent record (unless it is recorded) and has no legal validity .It cannot be referred to and has no accountability .
- 2) Although it is a faster means of communication , there are chances of mistakes and deletions in the message as it is unplanned .
- 3) If the receiver has not paid attention to what is being spoken ,the sender may not get the desired response .Sometimes the sender may have to repeat the message several times for emphasis and clarity .
- 4) In oral communication, retention of lengthy messages is difficult like important parts of the message may be forgotten or missed .It may not be possible for the most attentive listener to retain the entire message .
- 5) Message through oral communication may not be conveyed effectively if the speaker is a poor communicator .
- 6) Confidential messages can be leaked if communicated orally .

Q4](C) Define the following : (4)

- i) Laptop ii) Transformer iii) Electric Bulb**
iv) Mobile phone

Ans :

Laptop :

A laptop or a notebook computer is a battery-powered or AC-powered personal computer generally smaller than a briefcase that can easily be transported and conveniently used in momentary spaces such as on airplanes , in libraries , temporary offices and at meetings .

Transformer :

A transformer is a piece of electrical equipment which changes a voltage to a higher or lower voltage and transfers an alternating current from one circuit to more other circuits ,with increase (step-up transformer or decrease i.e. step-down transformer) of voltage .

Electric Bulb :

An electric bulb is a lamp consisting of a transparent or translucent glass housing containing a wire filament (usually tungsten) that emits light when heated by electricity .

Mobile phone :

A mobile phone is a wireless handheld device that allows users to make and receive calls and to send text messages , along with other features like web browsers , games , cameras , video players and even navigational systems .

Q5](A) Explain 7 C's of communication . (6)

Ans : In order to achieve the desired outcome in communication certain principles of effective correspondence writing must be kept in mind known as 7c's. They are :

- 1) **Clarity :** Clearness in writing for the reader to understand the information easily using familiar and easy words and short sentences and paragraphs avoiding jargon and complex word will help in maintaining clarity .
 - 2) **Courtesy :** A good business letter must always be written politely .Courtesy in letter writing consists of using words and phrases that show courteous attitude towards the reader .
 - 3) **Correctness :** A letter should be correct in form as well as language .Spellings , grammar , punctuation , tone , format are all of significance in an effective letter . Proper editing and review is necessary .
 - 4) **Concreteness :** An effective letter is never vague and general .Words and phrases with specific meaning must be used for the intended message to be clearly conveyed .
 - 5) **Conciseness :** Conciseness refers to convey complete message with the help of minimum possible words .This can be achieved by avoiding word with expressions , repetition and including only relevant details .
 - 6) **Completeness :** When a message is transmitted the reader desires complete information to be presented .A chain of who-what-where-why-when-how questions must be addressed in the process of information presentation .
 - 7) **Consideration :** While transmitting information one must keep the interest of the reader in mind .The writer must integrate " You Attitude " and style of writing that looks at things from the reader's point of view .
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Q5](B)(i) State the difference between warning and danger . (1)

Ans :

Warning	Danger
1)Warning is announcement and explaining about a thing or an act at a particular place where a person will accidentally get hurt or wound severely	1)Danger is described as extremely risk when doing a thing or even a touch which may lead to sudden death of life forms or worst accident .
2)It is a symbol or a message conveyed by a person to other person before doing a process or acting in a place where risk factors occur .	2)You can see danger symbols in electricity and at cliffs where a single move will lead to death .
3)If the warning is not heeded , it can cause death or serious injury .	3) If the danger is not avoided , it will cause death or serious injury .

Q5](B)(ii)What is the difference between a tool and an instrument. (1)

Ans :

Tool	Instrument
1)Tool suggests a mechanical device that acts on,shapes ,or moves something else. A hammer drives a nail .A lathe cuts a screw thread .	1)Instrument suggests something that makes measurements-cockpit instruments like the altimeter ,weather instruments like a barometer ,lab instruments like a balance .
2)It is a mechanical device intended to make a task easier .	2)It is a device used to produce music.

Q5](B)(iii) What is the difference between description and instruction . (2)

Ans :

Description	Instruction
1)Description gives a descriptive analysis of a process .	1)Instructions acts as guidelines for a process .

2)Description of a task describes how to perform a task in general ,they also outline the key steps and the order in which the steps should be taken .

2)Instructions are a series of detailed steps that define how something must be done .

3)Description is used as a general terminology .

3)Instructions are mainly associated with teaching .

Q6](A) Identify the sender , message , medium , channel , receiver and feedback . (3)

i) The Manager gives instructions to the computer operator over telephone about launching their product and how to market it through advertisement .

Ans :

The Manager gives instructions to the computer operator over telephone about launching their product and how to market it through advertisement .

Sender	Manager
Receiver	Computer Operator
Medium/Channel	Telephone
Message	Launch the product and how to market it through advertisement .

Q6](B) Read the following passage and answer the questions below

It is time we looked at the latent causes . Where does the strength of India lie? Not in numbers ,not necessarily in our moral stands on international issues . In modern times ,the strength of a nation lies in its achievement in science and technology .This is not to say that the other fields do not count .

In the five decades after independence ,we have yet to demonstrate our originality in applied science and technology .Though Japan also started like us ,by cultivating the technology of the west ,the Japanese adapted ,improved and displayed originality in ,several areas of science and technology .The generation which was at the helm of affairs in science and technology in our country after independence mostly consisted of self-seekers .By and large the science and technology managers in India concentrated on gaining power and influence .They loved publicity . Most of them stopped doing science while they managed science . Things would have been better ,had they been humble enough to

acknowledge the difference between doing and managing science . Instead , they claimed that they were the foremost in science and technology , simply because they were at the helm of affairs . As a result they ceased to inspire the younger a lot . India continues to be the borrower of science and technology , even though its potential for originality is substantial .

Our achievement in nuclear science and technology may be dazzling to our people . But , in worth and originality they are ordinary and routine .While our own people remain ignorant , the people of other countries know all about the pretensions to knowledge of our nuclear science and technology managers .The veil of secrecy over nuclear deals does not allow any investigations into misdeeds of the people who sabotage good and sincere efforts .The ones at the helm of affairs do make every endeavour to sabotage any genuine efforts ,least they might not get the continued funding if the actual objective is accomplished .International bodies came in as handy tools in this subtle process .The talk of national security comes as an easy weapon to prevent any probe into mismanagement .On nuclear matters ,the media in our country , by and large , avoid the investigative approach . As a result , the mismatch between promise and performance in the nuclear field does not get exposed as much as that in other fields .

1. What , according to the passage , is the criterion to decide the strength of the country ? (1)

Ans : According to the passage ,the achievements of a nation in Science and Technology is the criterion to decide the strength of the country .

2. What is common between the scientists of Japan and India? (1)

Ans : The commonality between the scientists of Japan and India is that both have cultivated or adopted technology from the western countries .

3. What does the author mean by doing science ? (1)

Ans : Doing science means doing research and development and bringing about technological advances in the field of science .

4. Pick out the words that is nearest in meaning as the words underlined in the passage . (2)

a)Pretensions

i) shortcomings ii) claims iii) apathy iv) access

v) permissiveness

b) Managed

i) conducted ii) organized iii) trained iv) managed

v) maneuvered

Ans : a) access b) maneuvered

5. Pick out the word which is furthest in meaning to the words underlined : (2)

a) Dazzling

i) lustrous ii) glaring iii) unnoticeable iv) unexposable v) unscrupulous

b) Substantial

**i) insignificance ii) extensive iii) independent iv) noteworthy
v) uncompromising**

Ans : a) unnoticeable b) insignificance