PYBMM-Sem-I (1)
20/11/2017

A0931 / A3330 EFFECTIVE COMMUNICATION SKILLS

Q.P. Code :001061

[Time: 2 $\frac{1}{2}$ Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: **1. All questions are compulsory.**
2. All questions carry equal marks.

N.M.F. College of Commerce Library Kandivali (E)

Q.1 Explain the physical and psychological barriers to communication in detail. **(15)**

Q.2 a) Define any four of the following words of the media vocabulary: **(08)**
a) Editorial
b) Plagiarism
c) Credibility
d) Yellow Journalism
e) Media Bias
f) Propaganda

Q.2 b) Write an agenda for the annual meet of a multinational company. **(07)**

OR

Q.2 a) Discuss how translation plays an important role in the global media industry. Substantiate your answer with examples. **(08)**

Q.2 b) Write a letter to the BMC drawing his attention to the growing menace of hawkers on footpaths outside major railway stations. **(07)**

Q.3 a) Explain the importance of skimming and scanning as an important reading skill. **(08)**

Q.3 b) How can one achieve fluency in reading? **(07)**

Q.4 Oral communication skills form an important part of your personality. Explain the statement with the help of an example. **(15)**

Q.5 Write short notes: **(Any 3)** **(15)**

a) Mass Communication
b) Creative Thinking
c) Non-verbal Communication Skills
d) Importance of Body Language
e) SQ3R Method of Reading