

End Semester/Reappear (Semester II) Examination May 2025

Programme: BBA &amp; B.Com

Course: Communication Skills

Course Code: 11AEC102 &amp; 32AAEC102

Enrolment no. \_\_\_\_\_

Full Marks: 70

Time: 3 Hrs.

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	Explain the elements of the communication process.	CO1	Understand	4 x 5 = 20
	or			
b	Discuss verbal mode of communication.	CO1	Understand	
	or			
c	Compare reading skills and writing skills.	CO2	Analyze	
	or			
d	Listening is key to all effective communication. Describe.	CO2	Remember	
	or			
e	Discuss how sensible writing is different from general writing.	CO3	Understand	
	or			
f	Explain different styles of writing.	CO3	Understand	
	or			
g	Discuss the impact of social media on a student's life.	CO4	Understand	
	or			
h	Evaluate the role of digital literacy in professional life.	CO4	Evaluate	
	or			
<b>Section II</b>				
	<b>Long Answer type questions.</b>			
2	Describe the communication process with the help of a diagram. What is communication cycle?	CO1	Understand	3 x 10 = 30
	or			
3	Compare oral and written forms of Verbal communication.	CO1	Analyze	
	or			
4	Differentiate between speaking and listening skills.	CO2	Analyze	
	or			
5	The form of communication that occurs without using words is understood as Non-Verbal Communication. Reframe.	CO2	Evaluate	
	or			
6	Certain problems in telephonic conversations arise due to lack of body language, and eye contact. Judge.	CO4	Evaluate	
	or			
7	Intensive listening is all about analysing the language. Analyse.	CO4	Analyze	
	or			
<b>Section III</b>				
	<b>Application based questions</b>			
8	Draft job application letter mentioning your skills to Apex Bank limited for the post of Quality Assurance Analyst.	CO3	Create	1 x 20 = 20
	or			
9	Draft an Email to Metro Orthotics Company complaining about defective kinesiology tape.	CO3	Create	
	or			

**COURSE OUTCOME**

CO1: Overcoming common communication problems.

CO2: Effectively using non-verbal communication.

CO3: Effectively using digital media to communicate messages.

CO4: Becoming an empathetic listener and inculcating listening skills and inculcating effective communication skills.