

**Maulana Azad National Urdu University**

**Semester Examination, April 2023**

Programme: B.A.

IV Semester Examination, April/May-2024

Paper Code: **BNEN201SEC** Title: **Integrated Communication**

Time: **2 Hours**

Maximum Marks: **35**

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

**Part-A** contains (5) compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries (1) mark. **(5x1=5 marks)**

**Part-B** contains (8) questions of which students are supposed to answer (5) questions. Answer each question in approximately **100 words**. Each question carries (4) marks. **(5x4=20 marks)**

**Part-C** contains (2) questions of which students are supposed to answer (1) questions. Answer each question in approximately **250 words**. Each question carries (10) marks. **(1x10=10 marks)**

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**Part-A**

**1. Write the correct answer by choosing from the options:**

i) Which of the following is not a component of effective communication?

a) Clarity    b) Complexity    c) Conciseness    d) Courtesy

ii) Nonverbal communication includes:

a) Written words    b) Facial expressions    c) Verbal tone    d) All of the above

iii) Which of these must be avoided for effective communication?

a) Politeness    b) Listening    c) Ambiguity    d) None of the above

iv) A .....connects the sender to the receiver.

a) Channel    b) Noise    c) Communication    d) Feedback

v) The process of receiving the message accurately is called

a) Encoding    b) Decoding    c) Channel    d) None of these

**Part-B**

2. Describe the role of cultural awareness in interpersonal communication.

3. What strategies can be used to improve public speaking skills?

4. How does active listening improve communication?

5. How can communication barriers be overcome in a diverse work environment?
6. Describe the process of feedback in interpersonal communication and its impact on relationships.
7. What is business communication, and why is it important?
8. What are the key components of effective communication?
9. How do reading and writing skills benefit daily life?

### **Part-C**

10. Define communication and discuss its scope.
11. Write a comprehensive note on presentation skills and their importance.