## Maulana Azad National Urdu University Programme: B.A. English

# I Semester Examination, November/December- 2024

Course Title: **Effective Communication** Course Code: **BNEN101SEP** Time: 2 Hours **Total Marks: 35** 

Note: This question paper consists of (3) parts: Part - A, Part-B and Part-C. Number of words to answer 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) question. Answer each question in approximately 250 words. Each question carries (10) marks. (1x10=10 marks)

#### Part-A

#### 1. Answer all. Each one carries one mark.

i. Fill the blank with an appropriate word.

The word "communication" is derived from Latin word ".....", which means 'to make common' or 'to share'.

- ii. Kinesics, Artifacts, Proxemics, Chronemics, and Haptics are examples of:
- a) Verbal Communication
- b) Non-verbal Communication
- c) Interpersonal Communication
- d) Intra-personal Communication
- iii. The four types of reading are:
- a) Skimming, Scanning, Listening, Flipping
- b) Scanning, Writing, Jumping
- c) Skimming, Scanning, Intensive, and Extensive reading d) None of the above
- iv. Verbal communication means to communicate by using.....
- a) words or language
- b) facial expressions c) body language
- d) sign and silence

- v. Professional communication should always be:
- a) Informal
- b) Intra-personal
- c) Formal
- d) All of the above

### Part-B

- 2. Explain the key steps involved in the communication process.
- 3. Differentiate between verbal and non-verbal communication, providing examples of each.
- 4. Discuss the significance of effective communication in personal and professional life.
- 5. Identify the factors that can hinder effective listening.
- 6. Discuss the key skills involved in communication.
- 7. Explain how voice modulation (pronunciation, accent, and intonation) influences effective speech.
- 8. Compare and contrast formal and informal communication, providing examples.
- 9. Identify the different types of communication used in film, such as verbal, non-verbal, and visual.

#### Part-C

- 10. Discuss the significance of non-verbal cues (e.g., body language, facial expressions, gestures, and proxemics) in effective communication. Provide real-life examples to illustrate your points.
- 11. What are the different types of reading skills and their applications? Explain with examples.