

MAULANA AZAD NATIONAL URDU UNIVERSITY

Programme: **BA**

II Semester Examination April/ May 2026

Paper Title: **Integrated Communication**

Paper Code: **BNEN201SET**

Time: 2 hours

Max. Marks 35 marks

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

Part–A contains 10 compulsory questions of multiple choice/very short answer type question. Answer all questions. Each question carries 1 mark. **(5x1=5-marks)**

Part-B contains 08 questions of which students are supposed to answer 05 questions. Answer each question in approximately 100 words. Each question carries 06 marks. **(5x4=20 marks)**

Part-C contains 02 questions of which students are supposed to answer 01 question. Answer each question in approximately 250 words. Each question carries 10 marks. **(1x10=10 marks)**

Part-A

1. Answer all the questions.

i. Identify the primary purpose of skimming in reading:

- | | |
|--|----------------------------|
| a) Critical evaluation of arguments | b) Detailed comprehension |
| c) Rapid identification of central ideas | d) Memorization of content |

ii. In public speaking, audience analysis primarily aims to:

- | | |
|--|-------------------------|
| a) reduce speaking time | b) impress the audience |
| c) adapt the message to listeners' needs | d) avoid interaction |

iii. Which of the following represents a barrier to effective interpersonal communication?

- | | | | |
|------------|------------|--------------|-------------|
| a) empathy | b) clarity | c) prejudice | d) feedback |
|------------|------------|--------------|-------------|

iv. The use of tone, pitch, and stress in speech is classified under:

- | | | | |
|--------------------------|---------------------------|-------------------------|----------------------|
| a) written communication | b) paralinguistic feature | c) visual communication | d) semantic features |
|--------------------------|---------------------------|-------------------------|----------------------|

v. Interaction between two individuals is an example of _____ communication.

- | | | | |
|---------|------------------|------------------|-----------|
| a) mass | b) intrapersonal | c) interpersonal | d) visual |
|---------|------------------|------------------|-----------|

Part-B

2. Outline the key components involved in the communication process with suitable illustrations.

3. Illustrate the role of speaking skills in enhancing effective communication.

4. Examine the concept of active listening and highlight its major features.

5. Differentiate between reading skills and writing skills with relevant examples.

6. Summarize the essential principles required for effective public speaking.

7. Interpret the significance of interpersonal communication in everyday interactions.

8. Present an account of business communication and its functions in professional contexts.

9. Classify the various types of communication and support your answer with examples.

Part-C

10. Evaluate the importance of the four fundamental language skills. Support your response with appropriate examples.

11. Distinguish between skimming and scanning as reading strategies, and demonstrate their practical relevance.
