Sanjay Ghodawat University, Kolhapur 2019-20
Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program 2019-20 Bachelor of Business Administration	**School of Commerce and Management**	**Department** First Year B.B.A
Course Code MBC 107	**Course Title** Professional Communication Skills	**Semester – Odd (I)**
Day and Date Tuesday 10-12-2019	**End Semester Examination**	**Time: 3 hrs, Max Marks: 100** 10.30 am to 1.30 pm

Instructions: 1) All Questions are compulsory.
2) Figures to right indicate the marks.

		Marks	Level	COs
Q.1	**Answer the following questions. (Any 5)**			
a)	Identify whether the following statements are true or false and make them correct and rewrite.	10	01	CO2
	1. The word 'communication' is derived from the Greek word 'Communicare'	02		
	2. Formal communication refers to official communication which takes place in a systematic manner.	02		
	3. Mechanical problems and defects in the instruments of communication create psychological barriers in the process of communication.	02		
	4. In a circle network, a superior and subordinate communicate with each other through a vertical chain of command, both upwards and downwards.	02		
	5. Body language refers to the verbal signals which are used to communicate feelings and intentions of the communicator.	02		
	6. Decoding is the exact opposite process of encoding; in which receiver tries to understand the message sent by the sender.	02		
b)	Answer the following questions in short. (Any 5)	10	01	CO2
	1. Which communication is called as Employee Communication?	02		
	2. Explain in short the importance of Scanning as a type of Reading Skills.	02		
	3. Describe the 'Art of condensation' with its characteristics in short.	02		
	4. List the important physical barriers which hamper the process of effective listening.	02		
	5. Discuss what is synopsis in short.	02		
	6. What is grapevine communication?	02		

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Q.2	**Answer the following questions.**		10	02	CO1
	a)	Do as directed.			
		1. The sudden noise frightened the dog.(Change the Voice)	02		
		2. Oh! What a cold whether! (Identify the part of Speech of the underlined word)	02		
		3. Please pass me the English grammar book. (Identify the type of sentence)	02		
		4. Shweta has prepared all the questions.(Make it Past perfect)	02		
		5. Nikhil said," I have passed the examination."(Make it Indirect)	02		
		OR			
	a)	Identify the errors from the following sentences and correct them.	**10**	02	CO1
		1. The committee meet here every Friday.	02		
		2. A virus in all the company's computers are a real threat to security.	02		
		3. He agreed with my demands.	02		
		4. She is waiting of the arrival of the postman.	02		
		5. I have been living in Mumbai for 2001.	02		
	b)	Communication is a dynamic process. Explain it with all the components involved in it with suitable diagram.	10	02	CO2
		OR			
	b)	Discuss how the language plays a vital role in the process of verbal communication; also explain the types of verbal communication in detail.	10	02	CO2
Q.3	**Answer the following questions.**				
	a)	In business world there is a systematic flow of messages. Describe the types of networks used for the flow of communication in an organizational setting.	10	03	CO3
		OR			
	a)	Illustrate the internal and external communication process in an organization in detail with suitable examples.	10	03	CO3
	b)	Justify the importance of effective listening skills along with the types of listening and give suitable example.	10	03	CO4
		OR			
	b)	Effective listening skills are very essential in the communication process. Differentiate between listening and hearing process.	10	03	CO4
Q.4	**Answer the following questions. (any Two)**				
	a)	Assert the importance of reading skills and also state the various barriers to effective reading process.	10	03	CO5
	b)	Explain in detail the types of reading and state which type do you find very useful in the learning process.	10	03	CO5

c) Write short notes on the following. 10 03 CO5
1. Techniques of effective reading 05
2. Intensive Reading 05

Q.5 Answer the following questions. (any Two)

a) Précis writing is the art of condensation, justify it with the steps required for effective précis writing. 10 04 CO6

b) Summarize the following paragraph and give a suitable title. 10 04 CO6

Revenue from the land was the economic basis of the Mughal Empire. It was therefore vital for the state to create an administrative apparatus to ensure Control over agriculture production, and to fix and collect revenue from across the length and breadth of the rapidly expanding empire. This apparatus included the office (daftar) of the diwan who was responsible for supervising the fiscal system of the empire. Thus revenue officials and record keepers penetrated the agricultural domain and became a decisive agent in shaping agrarian relations. The zamindars held extensive personal lands termed milkiyat, meaning property. Milkiyat lands were cultivated for the private use of zamindars, often with the help of hired or servile labour. The zamindars could sell, donate or mortgage these lands at will. Zamindars also derived their power from the factthat they could often collect revenue on behalf of the state, a service for which they were compensated financially.

The Mughal state tried to first acquire specific information about the extent of the agricultural lands in the empire and what these lands produced before fixing the burden of taxes on people. The land revenue arrangements consisted of two stages – first, assessment and then actual collection. The jama was the amount assessed, as opposed to hasil, the amount collected. In his list of duties of the amil-guzar or revenue collector, Akbar decreed that while he should strive to make cultivators pay in cash, the option of payment in kind was also to be kept open. While fixing revenue, the attempt of the state was to maximize its claims. The scope of actually realising these claims was, however, sometimes thwarted by local conditions.

Both cultivated and cultivable lands were measured in each province during Akbar's rule. Efforts to measure lands continued under subsequent emperors. For instance, in 1665, Aurangzeb expressly instructed his revenue officials to prepare annual records of the number of cultivators in each village. Yet not all areas were measured successfully. As we have seen, forests covered huge areas of the subcontinent and thus remained unmeasured.

c) **Read the following passage carefully and answer the questions given below.** 10 04 CO6

A simple answer to the question 'what is freedom' is absence of constraints. Freedom is said to exist when external constraints on the individual are absent. In terms of this definition an individual could be considered free if he/she is not subject to external controls or force and is able to make independent decisions and act in an autonomous way. However, absence of constraints is only one dimension of freedom. Freedom is also about expanding the ability of people to freely express themselves and develop their potential. Freedom in this sense is the condition in which people can develop their creativity and capabilities.

Both these aspects of freedom the absence of external constraints as well as the existence of conditions in which people can develop their talents are important. A free society would be one which enables all its members to develop their potential with the minimum of social constraints. No individual living in society can hope to enjoy total absence of any kind of constraints or restrictions. It becomes necessary then to determine which social constraints are justified and which are not, which are acceptable and which should be removed. To understand which social constraints are necessary, discussions on freedom need to look at the core relationship between the individual and the society.

Freedom allows the full development of the individual's creativity, sensibilities and capabilities: be it in sports, science, art, music or exploration. A free society is one that enables one to pursue one's interests with a minimum of constraints. Freedom is considered valuable because it allows us to make choices and to exercise our judgment. It permits the exercise of the individual's powers of reason and judgment.

Q.1 Define the term Freedom and also stress upon the value of freedom for an individual. 02

Q.2 State the aspects of freedom. 02

Q.3 Why it becomes necessary to justify constraints? 02

Q.4 What is the unique feature of a Free Society? 02

Q.5 Suggest a suitable title for the passage. 02

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