

19. (a) Discuss in detail about the techniques of reading.

Or

- (b) How do you avoid distractions in reading?

20. (a) Classify the importance of Report writing.

Or

- (b) What do you mean by Essay writing?

SECTION C — ($3 \times 10 = 30$)

Answer any THREE questions.

21. Classify the problems of evaluating the communication process.
22. Examine the benefits of Effective listening. Give example.
23. Differentiate upward communication and downward communication with reference to speaking skills.
24. Discuss in detail about the five pillars of reading instructions.
25. 'Learners need opportunities to write freely without worrying about accuracy' – Justify this statement.

S.No. 8945

22 SACVC 1

(For candidates admitted from 2022–2023 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Part III — Allied

EFFECTIVE COMMUNICATION

Time : Three hours

Maximum : 75 marks

SECTION A — (20 Marks)

Answer ALL the questions.

- I. (A) Multiple choice questions: ($5 \times 1 = 5$)
1. Using body language is a _____ communication
- (a) Verbal (b) Oral
- (c) Non-Verbal (d) None of the above
2. _____ is the abbreviations of opposite the editorial page
- (a) near-ed (b) neighbor-ed
- (c) close ed (d) op-ed

3. Which of these is the first step in the listening process?
 (a) Stop talking (b) Receiving
 (c) Interpreting (d) Responding
4. Environmental barriers are the same as _____ noise
 (a) Physiological (b) Sociological
 (c) Physical (d) None of the above
5. Which one can make your speech more powerful and more effective?
 (a) Fluency (b) Vocabulary
 (c) Grammer (d) Pronunciation

(B) Fill in the Blanks: (5 × 1 = 5)

6. 'Communication' is derived from the _____ word.
7. _____ is known as verbal communication.
8. _____ is the last step of the listening process
9. Without _____ skills, the ability to progress in the working world and in life, itself would be nearly impossible.
10. _____ ability to express our feelings in words.

- II. Answer the following questions: (5 × 2 = 10)
11. Define: Listening.
12. What do you mean by empathy?
13. Stare. Formal Speech.
14. Write short notes on Skimming.
15. Define: Target Audience.

SECTION B — (5 × 5 = 25)

Answer ALL the questions, choosing either (a) or (b).

16. (a) Investigate about effective Non-Verbal Communication. Give example.
 Or
 (b) List down the effective communication strategies.
17. (a) Examine the process of listening.
 Or
 (b) Give a detail note on Evaluate listening.
18. (a) How do you plan for a speech?
 Or
 (b) Justify the importance of Group Communication.