

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-1)
PRINCIPLES OF COMMUNICATION
Subject Code : BJAMC-101
Paper ID : [B0425]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**1. Write briefly :**

- a) Meaning of communication
- b) Formal communication
- c) Downward communication
- d) Message
- e) Feedback
- f) Intrapersonal communication
- g) Listening
- h) Welcome address
- i) Encoding
- j) Body language

SECTION-B

2. List five techniques of communication.
3. Give a standard definition of communication.
4. Enumerate five characteristics of communication.
5. Highlight the importance of listening in Communication.
6. What are different purposes of reading?

SECTION-C

7. Discuss the 7C's of communication.
8. What steps are required for planning and conducting an interview?
9. Discuss in detail the model of Reading to Learning.