

**B.SC. (A & G) SEM. – I (OLD COURSE)(ANIMATION &
GAMING) : WINTER - 2017**
SUBJECT: BUSINESS COMMUNICATION & TECHNICAL DOCUMENTATION

Day: **Saturday**
Date: **23/12/2017**

Time: **10.00 am to 12.00 Noon**
Max. Marks: 40

W-2017-0899

N.B.:

- 1) Attempt **ANY FIVE** questions.
 - 2) Figures to the right indicate **FULL** marks.
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- Q.1** a) Explain the model of a communication system showing all of the relevant elements. (04)
b) What factors contribute to “Noise” in communication? How can noise be reduced? (04)
- Q.2** Clearly distinguish between internal and external communications in an organization. Give two examples of each type of communication to bring out the differences. (08)
- Q.3** a) What do you understand by channels of communication within an organization? List the different channels of communication. (05)
b) What is the effect of using an inappropriate channel for a communication requirement? (03)
- Q.4** A significant proportion of inter-personal communication is non-verbal.
a) Explain the importance of non-verbal communication in human interaction (05)
b) Bring out salient differences between verbal and non-verbal communication. (03)
- Q.5** a) What is public Relations? Why is it important for an organization? List the fundamental techniques used to implement PR. (05)
b) Is public relations required within an organization? Explain. (03)
- Q.6** Write short notes on any **TWO** of the following: (08)
a) Active Listening
b) Diagram and Map
c) Paralanguage.

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