

Uva Wellassa University
Faculty of Management



All Degree Programs
First Year Second Semester Examination –December/January 2017

ESD 111 - 1 Communication Skills

Instructions to candidates:

Answer two (02) questions by selecting at least one (01) question from Part A and one (01) question from Part B of your choice.

No. of pages : One (01)
No. of questions : Four (04) Essays
Time allocation : One (01) Hour
Marks allocated : 40 Marks

Part A

1. Communication is the transfer of information from one person to another. It is a way of reaching others by transmitting ideas, feelings, thoughts, facts and values. Describe the communication process by using basic communication models.
(20 Marks)
2. If the basic principles integrated, it will facilitate our communication and render its service effectively. Describe the basic principles of communication by providing relevant examples.
(20 Marks)

Part B

3. Active listeners listen with a greater degree of sensitivity. They must not only understand the content of the message but also the speaker's feelings. Explain.
(20 Marks)
4. People are often totally unaware of their non-verbal behavior. Explain why non-verbal communication is important.
(20 Marks)

