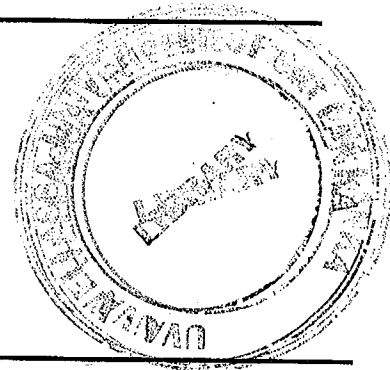


FIRST YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/ OCTOBER 2013
ESS 101 - 3 Communication Skills

Instructions to candidates:

No. of pages : One (01)
No. of questions : Seven (07) Essay
Time allocation : Three (03) Hours
Marks allocated : 100 Marks

Answer **any four (04)** questions.



01. (a) Explain two-way communication. (10 Marks)
(b) Differentiate one-way communication and two-way communication by giving examples for advantages of two-way communication. (15 Marks)
02. (a) What are the principles of non-verbal communication? (10 Marks)
(b) Describe why nonverbal communication is important for business life. (15 Marks)
03. (a) Explain how eye contact is important in various communication settings. (10 Marks)
(b) Describe artifacts and how they communicate. (15 Marks)
04. (a) Clarify one of the principles of inter-personal communication. (10 Marks)
(b) Describe the guidelines to develop inter-personal communication. (15 Marks)
05. (a) Explain the symbolic nature of language. (10 Marks)
(b) Elaborate one symbolic nature with examples. (15 Marks)
06. (a) What is effective communication? (10 Marks)
(b) Describe the barriers for sender in effective communication. (15 Marks)
07. (a) Why public speaking is important for a university student? (10 Marks)
(b) Briefly explain speech making process. (15 Marks)