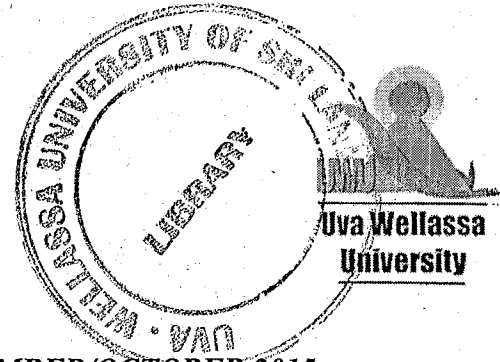


Uva Wellassa University
Faculty of Management

All Degree Programs



FIRST YEAR FIRST SEMESTER EXAMINATION –SEPTEMBER/OCTOBER 2015
ESS 101 - 3 Communication Skills

Instructions to candidates:

No. of pages : One (01)
No. of questions : Six (06) Essay
Time allocation : Three (03) Hours
Marks allocated : 100 Marks

Answer any four (04) questions.

01. (a) Define “Communication” and explain the basic communication process. (10 Marks)
(b) Describe the components of the communication process while giving examples for each. (15 Marks)
02. (a) Describe the main functions of communication. (10 Marks)
(b) Explain how the modern technological applications can develop communication functions in the society. (15 Marks)
03. (a) Describe the Shannon & Weaver model of Communication. (10 Marks)
(b) Explain the weaknesses of one way communication models. (15 Marks)
04. (a) Clarify the principles of verbal communication. (10 Marks)
(b) Explain the importance of “Listening” in different communication settings. (15 Marks)
05. (a) Explain why the non-verbal communication is continuous. (10 Marks)
(b) Describe the importance of non-verbal communication in interpersonal communication. (15 Marks)
06. (a) Explain how “Communication Skills” enable employees to perform well in the work place. (10 Marks)
(b) “Communication; the human connection, is the key to personal and career success.”
Comment on the above statement. (15 Marks)