



Third Semester B.Com./B.B.M. Degree Examination, Nov./Dec. 2016

ENGLISH – III

**Basic English (Old Scheme)
Communication Skills in English**

**Texts : 1) English for Students of Commerce
2) Communication Skills**

Time : 3 Hours

Max. Marks : 80

I. Answer **any three** of the following : **(3×10= 30)**

- 1) How can one unlock one's creativity ? What are the principles to unlock one's creativity according to Roger Von Oech.
- 2) What are the qualities of a successful entrepreneur according to Kiam.
- 3) Summarise the poem "The Unknown Citizen".
- 4) What is the message of the poem "If you are true to your gift" by Irakli Abashidze ?

II. Answer **any five** of the following : **(5×10= 50)**

- 1) Define communication. What are the forms of communication ?
- 2) What are the barriers to communication ?
- 3) Describe the process of communication.
- 4) What is non verbal communication ? Explain body language.
- 5) What is oral communication ? What are its advantages and disadvantages.
- 6) What is written communication ? What are its advantages and disadvantages ?
- 7) What are the essentials of effective communication ?
- 8) What is the importance of communication ?