

# P P SAVANI UNIVERSITY

Fourth Semester of B.Sc. Nursing Examination

September 2019

SEPD1020 Communication Skills

23.09.2019, Monday

Time: 9:00 a.m. To 11:30 a.m.

Maximum Marks: 60

## Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in separate answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Give relevant examples wherever necessary.

## SECTION - I

- Q - 1 Match the following : (Any Five) [05]
- |                     |  |
|---------------------|--|
| (i) Feedback        | A. Study of how humans communicate through their use of time         |
| (ii) Credibility    | B. Tendency of people to consider their own culture as the best one  |
| (iii) Halo effect   | C. It appeals to the audience.                                       |
| (iv) Chronemics     | D. It is the receiver's response conveyed to the sender.             |
| (v) Horn effect     | E. It makes the receiver accept the sender's statements as true.     |
| (vi) Sincerity      | F. Tendency to overrate a person as being good in one of the fields  |
| (vii) Ethnocentrism | G. Tendency to underestimate a person as being not good in one field |

- Q - 2 (a) Differentiate between Aggressive and Assertive Styles of Communication to be observed during varied correspondences at workplace. [05]

- Q - 2 (b) 'No communication can be 100% successful'. In the light of this statement, discuss in brief any two barriers to effective communication. [05]

OR

- Q - 2 (a) Define Communication and explain in brief the Process of Communication with diagram. [05]

- Q - 2 (b) 'In Communication, 93% of meaning is conveyed through Non-Verbal Cues only'. Justify this statement by illustrating the importance of Non-Verbal Communication. [05]

- Q - 3 (a) Enlist the Written Communication documents along with the importance, advantages and limitations of written communication. [05]

- Q - 3 (b) Write a Short Note: Principles (7Cs) of Communication [05]

OR

- Q - 3 (a) Outline the use of Gestures, Postures, Body Language and Facial Expressions as an effective Non-Verbal Communication. [05]

- Q - 3 (b) Describe the Organizational Communication and its flows at workplace. [05]

- Q - 4 Write a brief note on the following : (Attempt any one.) [05]

- (i) Impact of Paralinguistic Features in Effective Communication
- (ii) Cross-cultural Barriers to Successful Communication

**SECTION - II**

- Q - 1**      **Short Questions (Any Five)**      **[05]**
- (i)      Define Group.
  - (ii)      Give one example of formal group.
  - (iii)      Communication is the key to building relationships. (True/False)
  - (iv)      What do you understand by memorization mode of delivery?
  - (v)      Give one example of informal group.
  - (vi)      Define Leadership.
  - (vii)      Give one example of impromptu mode of delivery.
- Q - 2 (a)**      Short Note on Modern Day Communication.      **[05]**
- Q - 2 (b)**      Your friend is going for a presentation and is very nervous. What tips would you give to him/her so that he/she gives an effective presentation.      **[05]**
- OR**
- Q - 2 (a)**      Short note on purpose of presentation.      **[05]**
- Q - 2 (b)**      What do you understand by visual aids and what is the importance of visual aids?      **[05]**
- Q - 3 (a)**      Imagine you are elected as the CR/LR of the class. Which traits would you require to perform this leadership role effectively?      **[05]**
- Q - 3 (b)**      List down styles of leadership and explain any 2 of your choice.      **[05]**
- OR**
- Q - 3 (a)**      Explain Extemporaneous mode of delivery with an example.      **[05]**
- Q - 3 (b)**      What are the steps to organize the content?      **[05]**
- Q - 4**      **Attempt any one.**      **[05]**
- (i)      Short note on 21st Century Communication Tools.
  - (ii)      Comment on the leadership style of our Prime Minister - Narendra Modi.

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