

1127

B. Voc. (Food Processing & Preservation)

1st Semester

GEN-101: Communication Skills

(Common for all B. Voc.-1st Semester)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. Write clearly and legibly.

- * - * -

I. Attempt any four of the following in 50-60 words each: -

- (a) Sales Letters
- (b) Etiquettes in Social and Office Atmosphere
- (c) Audio-Visual Aids
- (d) Positive Attitude Formation
- (e) Objectives of Communication
- (f) Use of Postures and Gestures in Communication (4×4)

UNIT - I

- II. What is Communication? Discuss various elements involved in the process of communication. (16)
- III. Write in your own words, various barriers involved in the smooth process of communication? Suggest some measures to overcome these barriers? (16)

UNIT - II

- IV. (a) What are Do's and Don'ts required while appearing in a personal interview?
- (b) Discuss the role played by Feedback in effective communication. (8+8)
- V. (a) What is Non-verbal communication? Discuss various components of non-verbal communication.
- (b) How can we build a successful attitude and discuss the process of attitude formation? (8+8)

UNIT - III

- VI. (a) What kind of etiquettes are required while receiving a telephone call?
- (b) Discuss role of effective listening in making communication effective. (8+8)
- VII. (a) How will you differentiate between self-image and self-esteem?
- (b) Discuss how communication leads to self-management. (8+8)

UNIT - IV

- VIII. (a) Explain the various purpose and uses of business correspondence.
- (b) What are the steps involved in the process of writing a report? (8+8)
- IX. (a) What are the requisite information required while writing a quotation letter?
- (b) What are the objectives and purposes when you are writing a sales letter? (8+8)

- * - * -