

BACHELOR OF SCIENCE EXAMINATION, 2018

(1st Year, 1st Semester, CBCS syllabus)

ENGLISH COMMUNICATION (AECC)

Paper- AECC/TH/01

Time: 2 Hours

Full Marks: 30

Answer any THREE questions

1. Define the term communication. Describe the whole process of communication with all its factors. (2+8)
2. What do you mean by 'non-verbal communication'? Explain with examples how different types of non-verbal communication contribute in effective communication. (2+8)
3. What are the different barriers to communication and how can they be overcome? (5+5)
4. What are the 7 C's of communication? How much are they necessary in making a communication successful? ($3\frac{1}{2} + 6\frac{1}{2}$)
5. What are the different directions of flow of communication? In which direction does the communication flow the fastest? What are the merits and demerits of that direction of flow of communication? (2+1+7)
6. Light Footwear, a renowned shoe company, wants to open a new branch in a metropolitan city for all age groups, ranging from formal leather shoes to the stilettos. The Managing Director of Light Footwear has asked the Sales Manager of the company to prepare a report on the possibility of success of the plan with proper recommendations and submit. Assuming that you are the Sales Manager of the company prepare the report. (4+6)