



JK Lakshmipat University, Jaipur
Institute of Management/Institute of Engineering
END TERM EXAMINATION DECEMBER 2019

BBA /B.tech- Sem I
Course: Fundamentals of Communication
MM: 40 Marks

Time: 2 Hours
Subject code: CC1101

Learning Outcomes of the course

The students will be able to:

1. Identify different cultural differences and their impact on communication.
2. Deliver effective oral presentations following appropriate kinesics and paralinguistic features.
3. Apply appropriate communication skills across settings, purposes, and audiences.
4. Compose grammatically correct sentences and paragraphs.

Instruction:

ALL QUESTIONS ARE COMPULSORY

- Q1. **"Cultural differences cause behavior and personality differences like body language, thinking, communication, manners, norms, etc. which leads to miscommunication".** (5+5=10)
(LO1)

You have got an internship opportunity in a foreign country. Discuss what could be the possible barriers in communication due to culture differences and will lead to communication breakdown. What steps can you take to overcome this challenge?

- Q2. **Elucidate model by Albert Mehrabian. Discuss its relevance in interpersonal communication.** (5+5=10)
(LO2&4)

- Q3. a) **Discuss the concept of ETHOS, PATHOS and LOGOS as a tool for persuasive communication.** (5)

- b) **In the following sentences identify which of the statements are logos, pathos or ethos** (0.5x10 =5)
(LO4)

1. "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."
2. "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."
3. "More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss."

4. "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"
5. "I'm not just invested in this community - I love every building, every business, every hard-working member of this town."
6. "Based on the dozens of archaeological expeditions I've made all over the world, I am confident that those potsherds are Mesopotamian in origin."
7. "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."
8. "If my years as a Marine taught me anything, it's that caution is the best policy in this sort of situation."
9. "You won't find any deer along this road. In 25 years of driving the same route, I haven't seen a single one."
10. "There's no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night."

Q4. Correct the errors in following sentences:
(In case of no errors, please write no errors)

(0.5x10 =5)
 (LO4)

1. Everyone of you are dishonest.
2. Each of you need to work on Grammar.
3. Is your father and mother at home?
4. One of my friend is missing.
5. 'Charlie's Angels' were written by Ryan Rowe, Ed Solomon and John August.
6. I need to concentrate myself on my homework.
7. The singer, along with a few others, play the harmonica on stage.
8. The president or the vice president are speaking today.
9. The cat ran on the table.
10. To my horror, my wedding dress looked stained, torn and it had wrinkles.
11. I saw your friend Reena at the mall yesterday. She was talking to someone else and did not noticed me.
12. John has been working on the pilot project since two years.
13. How could they threaten you and she for this issue?
14. Benefits of coaching include: knowing each player, helping that player to improve and to get to see that person succeed in life.
15. Mohit had wonderful communication skills but had deteriorated now.
16. She prefers studying individually than studying collaboratively.
17. He is adept at cricket, badminton, playing basket ball.
18. Neither his followers nor he were welcomed by the society.
19. Some of you will have to get their own id cards for inspection.
20. If anyone peeps into the room, capture their photographs

- Q5. **Read the conversation below that took place in the interview and identify grammatical and attitudinal mistakes in Rohit's responses. Also explain what could have been your response if you were Rohit.**

(5)
(LO3&4)

HR:- Hi Rohit !How are You ?

Rohit:- Sirji ! You made me wait for such a long time, I could not even had my Lunch.

HR:- Oh! But we had already told you your slots. You could have had your lunch then.

Rohit:- Sirji, the time is so low.

HR:- So, you already seem to have a lot of issues with our process , how you will be able to cope in future if I hire you.

Rohit:-Sirji, I will see if I will liked the environment and your culture or no.

HR:- You seem to be joining with an intention to test us.

Rohit:- Ofcourse sirji. This life is hitting and trialing.

HR:- Wow! Is there anything else that you would like to ask me?

Rohit:- Yes sir, why are you keep your salary so less? At our campus, we do not like to appear for such low salary profiles, nobody will ever like to join you.

HR:- Oh Really! I will take your concern to the authority and will keep it in mind. Thanks. You may leave.

Rohit – Hnmmm Good. Ok .

