



JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT/ENGINEERING/DESIGN
END TERM EXAMINATION (RE-TEST, OBA SEM 2021-22)
BBA|BCA|BDes-I Semester

Time: 2 Hours
MM: 30 Marks

Course: Fundamentals of Communication
Course Code: CC1101

Instructions:

Read the following paragraph carefully and then answer the questions that follow (80 words per question)

Education has always had two objectives: on the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by skills, for it is increase of skill that is the distinctive feature of our world.

Although scientific skill is necessary, it is by no means sufficient. A dictatorship of man of science would very soon become horrible. Skill without wisdom may prove to be surely destructive. For this reason, if for no other, it is of great importance than those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, if it can be imparted at all, can be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it. If you wish to make the human race so numerous that all are on the verge of starvation, it will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than other. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell. It can't teach you patience, it can't teach you sympathy, it can't teach you a sense of human dignity. These things, in so far as they can be taught in formal education, are most likely to emerge from the learning of history and great literature.

(5x4=20)

1. What should, according to the writer, be the aim of education?
2. Why is increase of skill a distinctive feature of our world?
3. What danger does the writer see in the present emphasis on imparting skills?
4. What knowledge does science impart to us?

Answer the question in around 100-150 words

(5x2=10)

1. What are the differences in communication between an employer-employee relationship and a friendship?
2. How do you use Mehrabian's 7%, 38% and 55% rule to make your communication effective?