

B SC FOOD SC & TECHNOLOGY
First Semester
COMMUNICATION SKILLS
(BFST-106)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

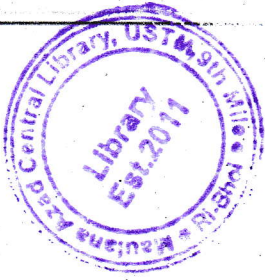
Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. Discuss the Seven C's of Communication. 10
2. Define the term Communication. What is the difference between hearing and listening? Explain the importance of Listening in communication. 3+3+4=10
3. Write the following applications- 5+5=10
 - a. Write an application to the Departmental Head requesting the release of laboratory chemicals and reagents for experiments.
 - b. Write a leave application addressed to Chief Manager.
4. What are the main contents of a detailed project report? Write in brief a progress report on any project of your choice. 4+6=10
5. What do you mean by Non- verbal communication? What are its different types? Discuss the importance of 'Body Language' in Communication. 2+2+6=10
6. What are Communication barriers? Discuss 'Personal barriers' and 'Organisational barriers' with examples. 2+4+4=10
7. What is Diagonal Communication? Explain the advantages and disadvantages of Diagonal Communication with examples. 2+4+4=10

8. What do you understand by Presentation? Discuss in brief the essential points to remember while preparing a presentation.

2+8=10



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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Write True or False-

10×1=10

1. The word 'Communication' is originated from the Greek word 'communicare'.
2. The element 'Message' refers to the 'how' aspect of communication.
3. The element of feedback does not contribute to the cyclic nature of the communication process.
4. Various personal factors like attitude, perception, culture plays a crucial role while encoding the communication.
5. Communication works best when it is not based on 'You attitude'.
6. Hackneyed phrases are those words which have become over familiar because of their excessive usage.
7. Haptics is the study of 'what' and 'how' people communicate through the space around them.
8. Social space lies between 18 to 48 inches.
9. Slides in a good PPT should have proper headings and sub-headings in Font size 24-28.
10. We should test the audio-visual aids before making a presentation.

II. Fill in the blanks-

10×1=10

1. The Body of the presentation contains _____ information.

2. A standard presentation is distinctly divided into _____ elements.
3. A _____ is an illustration used to improve the comprehension of a written report or oral presentation.
4. Presentation can be understood as a formal _____ communication that is arranged at a pre-decided venue and time for a stipulated duration.
5. Perceptual difference is a type of _____ barriers.
6. Expressions like ‘ a little, a plenty, early ‘ are examples of _____ phrases
7. One of the 7 C’s of Communication, _____ suggests that information should be short and crisp.
8. Proper listening should be followed by good _____. It refers to the brain’s ability to store information.
9. The _____ effect refers to a cognitive bias where the perception of one trait of a person or object is influenced by the perception of another trait of that person or object.
10. _____ are technical terms which are peculiar to a particular trade or profession.
