

	FINAL TERM EXAMINATION SPRING 2006 MCM301 - COMMUNICATION SKILLS (Session - 1)	Marks: 60 Time: 120min
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StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Saturday, August 19, 2006

INSTRUCTIONS:

- All questions are compulsory.
- This exam consists of **15** Multiple Choice Questions (MCQ's), **5** Fill in the Blanks Questions, **5** True / False Questions, **5** Short questions and **2** Descriptive questions.
- For each MCQ, read the choices available and select the choice which you consider is the correct answer.
- You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.
- Remember not to spend too much time on any one MCQ. Since all MCQ's carry equal marks, it is important to manage your time and response to test questions effectively.
- Failure to comply with the Supervisor's directions will result in your test being cancelled. Please comply with supervisor's directions to avoid any unpleasant event.

For Teacher's use only											
Question Marks	1	2	3	4	5	6	7	8	9	10	Total
Question Marks	11	12	13	14	15	16	17	18	19	20	
Question Marks	21	22	23	24	25	26	27	28	29	30	

Question	31	32									
Marks											

Question No: 1 (Marks: 1) - Please choose one

Most of our greatest needs are satisfied through

- ▶ Promotion.
- ▶ Communication.
- ▶ Critical thinking.
- ▶ Speaking.

Question No: 2 (Marks: 1) - Please choose one

When sensing nonverbal communication, the listener can determine happiness, fear, and sadness primarily from _____.

- ▶ body movement
- ▶ gestures
- ▶ attire
- ▶ eyes and face

Question No: 3 (Marks: 1) - Please choose one

The lack of a shared common language probably would influence what element of a communication transaction most directly?

- ▶ channel
- ▶ encoding/decoding
- ▶ source
- ▶ receiver

Question No: 4 (Marks: 1) - Please choose one

Most of us do our worst listening when

- ▶ We are in highly charged, unemotional situations.
- ▶ We are in highly charged, emotional situations.
- ▶ We are energetic and enthusiastic.
- ▶ None of the given options.

Question No: 5 (Marks: 1) - Please choose one

In every organization, workers receive and send information daily. The flow of this information should be _____.

- ▶ upward and downward
- ▶ downward only
- ▶ upward only

- ▶ external only

Question No: 6 (Marks: 1) - Please choose one

Presentational media can be used to do all of the following EXCEPT

- ▶ replace speech.
- ▶ simplify speech.
- ▶ illustrate speech.
- ▶ complement speech.

Question No: 7 (Marks: 1) - Please choose one

Groups, rather than individuals working alone, should be used to solve a problem when:

- ▶ the task requires a limited amount of information and skills.
- ▶ a quick resolution is essential.
- ▶ commitment to the decision is important.
- ▶ the task is fairly simple and straightforward.

Question No: 8 (Marks: 1) - Please choose one

Which is the most effective manner to deliver a speech in most business settings?

- ▶ extemporaneous presentation
- ▶ memorization
- ▶ reading
- ▶ videotape

Question No: 9 (Marks: 1) - Please choose one

All of the following statements about group are TRUE EXCEPT:

- ▶ Group members strive to achieve some common purpose.
- ▶ Group members influence and are influenced by one another.
- ▶ Group members are interdependent.
- ▶ Group members must interact face-to-face.

Question No: 10 (Marks: 1) - Please choose one

Audience analysis involves:

- ▶ identifying group members' strengths and weaknesses in speaking in front of an audience.
- ▶ deciding on the purpose of the presentation.

- ▶ determining what supplies the group will need for the presentation.
- ▶ gathering information about the audience in a systematic way.

Question No: 11 (Marks: 1) - Please choose one

The purpose of a(n) ____ speech is to educate or enlighten.

- ▶ eulogy
- ▶ entertainment
- ▶ persuasive
- ▶ informative

Question No: 12 (Marks: 1) - Please choose one

A presentation on the history of the Internet would most likely use the ____ pattern of organization.

- ▶ spatial
- ▶ problem-solution
- ▶ chronological
- ▶ topical

Question No: 13 (Marks: 1) - Please choose one

Which of the following is a central feature of a group?

- ▶ interaction
- ▶ mutual influence
- ▶ interdependence
- ▶ all of the given options

Question No: 14 (Marks: 1) - Please choose one

----- is the process of communicating information to lots of people at once e.g. via television, radio or newspapers.

- ▶ Intrapersonal communication
- ▶ Interpersonal communication
- ▶ Mass Communication
- ▶ Mediated communication

Question No: 15 (Marks: 1) - Please choose one

The process by which we give meaning to experience is called

- ▶ Communication.
- ▶ Perception.

▶ Action.

▶ Interaction.

Question No: 16 (Marks: 1)

Periodicals, also called ----- are publications printed in intervals that continue to be printed for an indefinite period of time.

Question No: 17 (Marks: 1)

Informal English is the language of ----- written for a general readership.

Question No: 18 (Marks: 1)

A speech designed to change or reinforce the audience's beliefs or actions is called -----.

Question No: 19 (Marks: 1)

The technique of -----is used when we want certain words, phrases, clauses, or sentences to stand out.

Question No: 20 (Marks: 1)

Incomplete messages quickly increase the organization's -----.

Question No: 21 (Marks: 1) - Please choose one

Language, culture, age, and gender influence the encoding and decoding process of communication.

▶ True

▶ False

Question No: 22 (Marks: 1) - Please choose one

Presentational media are best thought of as extensions of your five senses.

- ▶ True
- ▶ False

Question No: 23 (Marks: 1) - Please choose one

Your family is the first group you encounter.

- ▶ True
- ▶ False

Question No: 24 (Marks: 1) - Please choose one

The moderator in a group presentation regulates the discussion and facilitates any audience participation.

- ▶ True
- ▶ False

Question No: 25 (Marks: 1) - Please choose one

An extemporaneous speech is prepared and delivered using notes, but is not read from a manuscript.

- ▶ True
- ▶ False

Question No: 26 (Marks: 3)

How do we use our eyes to communicate nonverbally?

Question No: 27 (Marks: 3)

What is the role of a responsible leader?

Question No: 28 (Marks: 3)

We exchange ideas, and not symbols that stand for ideas. To what extent do you agree?

Question No: 29 (Marks: 3)

Explain the benefits of conducting regular group evaluations.

Question No: 30 (Marks: 3)

What can you do to become a better listener?

Question No: 31 (Marks: 10)

Explain how interpersonal communication is different from other forms of communication?

Question No: 32 (Marks: 10)

You are the purchase manager of an organization that has recently bought 20 computers from a supplier. The computers don't work satisfactorily. Draft a letter complaining about the defect and ask for compensation or replacement.