



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

1st Semester Examination 2021

BBA (Hospital Management)

PAPER—AECC

ENGLISH

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

A. Answer any *two* questions.

2×2

1. Comment on symbolic interaction concept of communication.
2. What is haptics ?
3. Mention two features of intrapersonal communication.
4. What do you understand by group discussion ?

- B.** Answer any *three* questions. 3×12
- 5.** What is effective communication? Mention three features of effective communication. Comment on the 'seven C's of effective communication'. 2+3+7
- 6.** Comment on the concept of sender and receiver in communication. Why is communication a two way process? What is miscommunication? Mention six differences between oral and written communication. 2+2+2+6
- 7.** Analyze the difference between verbal and non-verbal communication. Discuss any two features of non-verbal communication. What is paralanguage? 6+4+2
- 8.** Comment on the importance of group discussion in communication. What is paraphrasing? Mention four features of paraphrasing. 6+2+4
- 9.** Write a letter to the manager of a pharmaceutical company to supply your medical institute with some essential medicines and equipment on an emergency basis. You are the institution head of your medical institute. 12
- 10.** Write a report covering a medical camp promoting awareness of Covid-19 outbreak. 12

(Internal Assessment - 10 Marks)
