

2020

BBA (Hospital Management)

1st Semester Examination

ENGLISH AECC-ELECTIVE

PAPER—AECC-1

Full Marks : 40

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.

Group A

1. Answer any *five* questions. 2×5

(a) Give two examples of non-verbal communication.

(b) What is decoding?

(c) What is 'clarity' in communication?

(Turn Over)

- (d) Define 'Kinesics'.
- (e) Give two differences between interpersonal and intrapersonal communication.
- (f) Give two advantages of oral communication.
- (g) What is written communication?
- (h) Give two disadvantages of verbal communication.

Group B

2. Answer any *four* questions. 5×4

- (a) What are the features of effective communication?
- (b) Why are the Seven C's of Communication important? Describe.
- (c) Differentiate between verbal and non-verbal communication.
- (d) How non-verbal communication represents culture?
- (e) What is paraphrasing?
- (f) What are the goals of group discussion?

Group C

3. Answer any *one* question. 10×1
- (a) Write a letter to the manager of a medical instrument company for the supply of some medical equipments in your medical institute. You are the laboratory in-charge of the medical institute.
- (b) What is grapevine communication? What is workplace communication? Write the features of grapevine communication? 3+3+4
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