

2022

BBA(HM) 1st Semester Examination

BBA (Hospital Management)

English

PAPER — AECC-1

Full Marks : 40

Time : 2 hours

*The figures in the right-hand margin indicate marks.
Candidates are required to give their answers
in their own words as far as practicable.
Illustrate the answers wherever necessary.*

Answer **all** questions

1. Answer **any five** of the following questions :

2×5=10

- (a) Mention two objectives of communication.
- (b) What do you understand by 'decoding' in communication?
- (c) Give two practical examples of non-verbal communication.
- (d) What is a monologue?

(2)

- (e) Give two importance of paralanguage in communication.
- (f) What is oculesics?
- (g) Define 'connotation'.
- (h) What do you understand by transactional analysis in communication?

2. Answer *any four* of the following questions :

- (a) Give a brief analysis of symbolic interaction theory. Define 'intrapersonal communication'.
3+2=5
- (b) Why is 'drama' an important form of communication? Discuss. 5
- (c) Verbal communication cannot exist without non-verbal communication. Explain briefly. 5
- (d) What are skimming and scanning? Mention the disadvantages of oral communication.
2+3=5
- (e) Comment on the difference between group discussion and debate. What is noise in communication? 4+1=5
- (f) Write a report on a campus programming organized by your institute recently to help the students to start their professional career. 5

(3)

3. Answer *any one* of the following questions :

10×1=10

- (a) Write a note on 'grapevine communication'.
- (b) Write a letter to the Managing Director of an institute reporting him/her about a massive theft that has occurred in a research lab of that institute. You are the Lab In-charge of the lab of that institute.

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