

UG (NEW) CBCS
Semester-I Examination, 2019
BBA IN HOSPITAL MANAGEMENT
COURSE CODE: BBAHM-AECC-1
(ENGLISH AECC- Elective)

Full Marks: 40**Time: 2 Hours**

GROUP- A

1. Answer any **five** questions: 5X2=10

- a. What is non-verbal communication?
- b. What do you understand by encoding?
- c. What is close reading?
- d. Describe 'haptics'.
- e. Give two examples of social communication.
- f. What is 'open interview'?
- g. Write two skills required for group discussion.
- h. What is monologue?

GROUP- B

2. Answer any **four** questions from the following: 4X5=20

- a. Write the goals of effective communication.
- b. Differentiate between intrapersonal and interpersonal communication.
- c. Describe the advantages of grapevine communication.
- d. Describe cultivation theory.
- e. What are the limitations of oral communication?
- f. Describe the 'seven c's of communication'.

GROUP- C

3. Answer any **one** question from the following: 1X10=10

- a. Describe the barriers of communication. Discuss the strategies to overcome barriers of communication.
- b. Write a note on the role of public speech for speaking skill development with its advantages and disadvantages.