

ANDHRA UNIVERSITY

Communication Skills

(Common with B. A, B.Sc., B. Com, B.B.A, B.C.A, B. B. M)

(Effective from 2023 - 2024 Admitted Batch)

Time: 90Mins

Max Marks: 50

SECTION –I

1. Answer any **THREE** of the following questions. **3x10=30**
1. Define communication and explain the scope of communication.
 2. What are the different modes of communication?
 3. What is a good presentation and explain its features?
 4. Distinguish between verbal and non-verbal communication in presentation.
 5. Explain the guidelines for an effective interview.
 6. Define group discussion and discuss its characteristics.

SECTION-2

2. Answer any **FOUR** of the following. **4x5=20**
1. Interpersonal communication
 2. Persuasive presentation
 3. Elements of presentation
 4. Empathetic listening
 5. PowerPoint
 6. Structured interview
 7. Functions of business communication
 8. Do's and Don'ts of group discussions