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