

**Certificate in Communication Skills  
(2015-2016)**

**Term End Examination**

**December 2016**

**CCS-01: Aspects of Communication**

**Time: 3 Hours**

**Maximum Marks: 100**

**(Weightage: 75%)**

**Note: (i) There are three sections A, B and C.**

**(ii) Attempt one question from Section A and two short questions from Question 3 under Section B. All questions under Section C are compulsory.**

**Figures on the right hand margin indicate marks.**

**Section-A**

**Answer any three of the following questions in about 1000 words.**

**[20X3=60]**

1. Describe the definition, nature and scope of communication.
2. How does non-verbal communication complement effective communication? Explain with examples.
3. What are the different barriers to communication? How can we remove them to make communication effective?
4. In what way has English impacted the lives of people in the modern age?

**Section B**

**Answer any three of the following questions in about 250 words.**

**[10X3=30]**

5. How can we improve non-verbal communication?
6. How are the sender and receiver related in a process of communication?
7. How is personal communication important in everyday life?
8. What is vertical (downward) communication? Explain with examples.
9. What is the role of English as a second language?

**Section C**

**10. Write short notes on any two of the following.**

**[5X2=10]**

- (a) English in the age of globalization
- (b) Purpose of Communication
- (c) External Operational communication