**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

 **B.VOC. DIGITAL MEDIA AND ANIMATION - II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**VOA 2323/2321 – COMMUNICATION SKILLS**

**(For regular and supplementary students)**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and THREE parts**

**PART A**

**I. Answer any FIVE of the following in about 100 words each. (5x5=25)**

1. What is the difference between verbal and non-verbal communication? Give examples.
2. Why are interpersonal skills needed in the workplace?
3. One of your team-mates who is a part of your graphic design project is domineering and is unwilling to consider the views of the rest of the team. Everyone in the team is frustrated with him and some of the team members are threatening to quit the project. How will you assertively explain the situation to your domineering team-mate? How will you address the rest of the team and help boast their morale? Explain.
4. Write a short note on inter-cultural communication.
5. Your friend wants to know your honest opinion about her art project. You can see that some aspects of her project are good but some aspects need some improvement. How can you give constructive feedback in this scenario?
6. What are the types of public speaking?
7. Elaborate on etiquette for written communication.

**PART B**

**II. Answer any TWO of the following in 200 words each. (2x10=20)**

1. Define communication. What are the three types of communication? Explain with examples.
2. Define emotional intelligence. What are its types? Elaborate on the need for emotional intelligence in everyday life.
3. Your friend comes to you to discuss a fight with her family over her career choice. How would you engage in active listening and make her feel like she is heard and understood?

 ***(contd.)***

**PART C**

**II. Answer any ONE of the following in 300 words. (1x15=15)**

1. Writea formal letter of absence to your teacher stating your ill-health due to Dengue fever as the reason for your leave.
2. In the image below, what do you think they are arguing about? How can they settle their differences amicably? Write a story based on the image given below.



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