

Registration Number:

Date & session:

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

**B.VOC. VISUAL MEDIA AND FILMMAKING–2nd SEMESTER**

**SEMESTER EXAMINATION: April 2024**

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

**VOF 2323: COMMUNICATION SKILLS**

**(For current batch students only)**

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

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

**PART A**

**Answer any FIVE questions in 150 words each. (5X5=25)**

1. Define communication. Explain communication process with the help of suitable examples.
2. Explain any two types of public speaking and provide a brief explanation for each.
3. What is the significance of body language, facial expressions and eye contact in oral communication?
4. Why is articulation important in public speaking? Provide tips for improving articulation skills.
5. List and describe at least five techniques for active listening.
6. What is interpersonal communication? Identify common interpersonal communication challenges in a professional environment and propose strategies for addressing each challenge.
7. Explain the different types of communication based on its direction with the help of examples for each.

**PART B**

**Answer any TWO questions in 200-250 words each. (2X10=20)**

1. Define passive, aggressive, passive-aggressive, and assertive communication styles with appropriate examples for each.
2. Explain the importance of negotiation skills in the workplace. Give two examples of situations where negotiation skills are crucial for achieving desired outcomes.
3. What is public speaking? Explain the different components of public speaking skills.

**PART C**

**Answer any ONE question in 350 words. (1X15=15)**

* + - 1. Provide examples of any two famous political leaders or public figures of your choice whose speaking abilities and skills have inspired you effectively. Analyse their communication styles and techniques in detail.
      2. What do you mean by communication etiquette? How can communication etiquette enhance the effectiveness of persuasive messages in professional settings? Provide specific examples.

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