



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 2nd Semester Examination, 2023

**LCC2-P1-BBA(TAH)**

**COMMUNICATION AND PRESENTATION**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from the following**

3×4 = 12

1. List down three expressions used to display happiness. 3
2. What is Paralanguage? 3
3. Why are listening skills important? 3
4. Write three rules to develop good conversation skills. 3
5. Distinguish between intrapersonal and interpersonal communication. 3
6. Why English has become an important language to learn? 3

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. How is Intensive reading different from Extensive reading? Write three points stating the importance of reading skills. 3+3
8. Describe six functions of communication. 6
9. What is Active Listening? Write any three characteristics of an effective listener. 3+3
10. Define Conversation. Write three expressions used to show gratitude. 3+3
11. Differentiate between Internal communication and External communication. 6
12. Suggest six ways to improve writing skills. 6

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. Elaborate the term "Communication". Describe seven points to state the importance of communication. 5+7
14. What is Visual Communication? Explain any ten barriers to effective communication. 2+10
15. How is Non-verbal communication different from Verbal communication? Elaborate the concept of Communication Theory. 5+7
16. What is the role of effective communication in personal life? Describe the Communication Process. 4+8

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