



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech.(Food Technology) 2020 Admission**  
**VII Semester Final Examination – January 2024**

Beas.4114

**Communication Skills and Personality Development (1+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill in the blanks (10x1=10)**

1. \_\_\_\_\_ analyzes the meaning carried by the syntactic patterns that morphemes and words make with each other
  2. Non-verbal communication includes facial expressions, gestures, and \_\_\_\_\_.
  3. Writing, revising and \_\_\_\_\_ are crucial steps in the writing process.
  4. A speech that a person delivers without predetermination or preparation is \_\_\_\_\_.
  5. Understanding and sharing the feelings of others is a key component of \_\_\_\_\_.
  6. In conflict resolution, finding a solution that benefits all parties is known as a \_\_\_\_\_ solution.
- State True or False**
7. Empathy is not a crucial attribute for effective leadership.
  8. Feedback is an optional component in the communication process.
  9. In a group discussion, participants are not required to listen actively to others.
  10. It's acceptable to arrive late for an interview if you have a valid excuse.

**II Write short notes on ANY FIVE of the following (5x2=10)**

1. Write the meaning of communication.
2. Discuss two key elements that contribute to effective writing skills.
3. Write any two differences between Structural and Functional Grammar.
4. Why to manage stress?
5. What is abstracting?
6. What is the meaning of cultural cosmopolitanism?
7. What is body language?

**III Answer ANY FIVE of the following (5x4=20)**

1. Write down the Benefits of Verbal/Spoken Communication.
2. What is precise writing and discuss four techniques that can be employed to achieve precision in written communication.
3. Write any 4 essential skills for success in a group discussion.
4. List the skills required for Public Speaking and explain any 4.
5. Write the different types of nonverbal communication.
6. List out the components of Language lab.
7. Write the steps to improve body language.

**IV Write an essay on ANY ONE of the following (1x10=10)**

1. Brief the elements of organising seminars.
2. Brief the strategies to enhance your ability to read and comprehend technical articles.

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