



Sacs.2112

KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Ag. Engg.) 2016 Admission
III Semester Final Examination-January-2018
Communication Skills and Personality Development (1+1)

Marks: 50
Time: 2 hours
(10x1=10)

I Define the Following

- 1 Decoding
- 2 Footnote
- 3 Public speaking
- 4 Field dairy
- 5 Structural grammar

Fill in the blanks

- 6 -----are the messages that are composed of symbols having a certain meaning for the sender and the receiver.
- 7 -----is a word or expression used by a particular profession or group
- 8 Behavioral expression or Cues are the example for -----type of communication.
- 9 In -----presentation material is written out and speaker is supposed to read it out aloud verbally.
- 10 -----refers to any system for collecting and storing until can use it.

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 Differentiate between Listening and Hearing.
- 2 Mention the advantages and Disadvantages of written communication.
- 3 Explain the objectives of oral presentation.
- 4 Objectives of group discussion.
- 5 Enlist the purpose of notes.
- 6 Difference between structural and functional grammar.
- 7 Differentiate between Monochromic time and poly chromic time.

III Answer ANY FIVE of the following

(5x4=20)

- 1 Explain the communication process.
- 2 Explain in brief about most popular techniques of systematic study.
- 3 Explain the principles of effective writing.
- 4 Explain the different postures and gestures in non-verbal communication.
- 5 Enlist and brief about the characteristics of good public speaker.
- 6 Mention the tips for writing the reference.
- 7 Explain the Summarizing and Indexing with the advantages and disadvantages of both.

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Mention and explain the guidelines for effective listening.
- 2 Mention the meaning of seminar and conference and explain the steps in organizing both with benefits and limitations.
