



KERALA AGRICULTURAL UNIVERSITY
B. Tech. (Agrl. Engg.) 2019 Admission

III Semester Final Examination – February 2021

Sacs 2112

Communication Skills and Personality Development (1+1)

Marks: 50
Time: 2 hours

I Fill in the blanks

(10x1=10)

1. _____ is a decision to reject an innovation after having previously adopted it.
2. The system of signals used for communication is termed as _____.
3. _____ is defined as the unique integrated and organized system of behaviour of a person.
4. Aristotle's model of communication consists of _____ stages.
5. The term communication stems from the Latin word _____.
6. Drama, Puppet show, talking doll etc are _____ audio-visual aids.
7. Musical/Cultural Programmes comes under _____ listening.
8. The study of body movement is known as _____.

State True or False

9. Perception is selective and people perceive what they want to perceive.

Define the following

10. Media mix.

II Write short notes on ANY FIVE of the following

(5x2=10)

1. Performance codes & Contextual codes- Differentiate.
2. Types of Interpersonnel Communication.
3. Leagan's model of communication.
4. Campaign & Exhibition- Differentiate.
5. Brief note on Characteristics of Good Writing.
6. Reference footnotes & Explanatory footnotes.
7. Among technical writings, differentiate dissertations and theses.

III Answer ANY FIVE of the following

(5x4=20)

1. Structure of an impromptu speech.
2. Types of Organizational Communication.
3. Explain stages of listening process.
4. Prerequisites of a Group Discussion.
5. Explain Proxemics and Paralanguage with suitable examples.
6. Methods of Note-Taking.
7. Indexing and Bibliographic Procedures.

IV Write an essay on ANY ONE of the following

(1x10=10)

1. Briefly describe General Guidelines for Keeping Lab-records & Notebooks.
2. Types of Non-verbal Communication.
