



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech. (Ag. Engg.) 2017 Admission**  
**III Semester Final Examination-January-2019**

Sacs. 2112

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

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

**I State True/ False: (10x1=10)**

- 1 Word communication is derived from Latin word *communis* which means common.
- 2 Kinesics is a part of verbal communication.
- 3 Basic communication model of SCMR was given by Berlo
- 4 Nonverbal communication covers two third of all communication.
- 5 Listening is an active process of communication

**Match the following**

- | A                               | B                            |
|---------------------------------|------------------------------|
| 6 Proxemics                     | a Component of speech        |
| 7 Paralanguage                  | b Paul Leagens               |
| 8 Extension communication model | c Distance                   |
| 9 Organized listing of books    | d Group communication method |
| 10 Method demonstration         | e Bibliography               |

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

- 1 Berlo model of communication
- 2 Credibility in communication process
- 3 Syntax or syntactic structure of a sentence
- 4 Mass communication methods
- 5 Result demonstration
- 6 Footnotes in written communication
- 7 Bibliography

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

- 1 Models of Communication (**any three**)
- 2 Nonverbal communication
- 3 Group discussion in development communication
- 4 Different types of communication
- 5 Listening as a communication skill
- 6 Cone of Experience
- 7 Intra Personal Communication

**IV Answer ANY ONE of the following (1x10=10)**

- 1 How do effective communication skills influence personality development? Explain in detail the different communication styles? Also give the importance of listening skills in communication?
- 2 Explain the implications of nonverbal communication in evolving effective communication with appropriate processes and examples?

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