

## Unit 1: Communication Skills

## Assignment Solutions

## Multiple-Choice Questions (MCQs)

1. Which of the following example is not a communication skill?

a. Laughing                      b. Swimming  
c. Asking question          d. Watching television

Ans. b

2. If you don't agree with someone, what would you say?

a. You are wrong              b. I don't agree.  
c. Stop talking rubbish.      d. None of these

Ans. b

3. .... refers to a process that puts thoughts in a framework of symbols or words.

a. Encoding                      b. Receiver  
c. Decoding                      d. Feedback

Ans. a

4. Post office, Internet, and radio are examples of .....

a. Sender  
b. Message  
c. Communication Channel  
d. Feedback

Ans. c

5. .... implies that communication should contain all the information necessary to get the desirable response from the sender.

a. Clarity  
b. Consideration  
c. Conciseness  
d. Completeness

Ans. d

## Very Short Answer Questions

1. What is the full form of SWOT?

Ans. The term SWOT stands for:

- S- Strengths                      ○ O- Opportunities  
○ W- Weaknesses                  ○ T- Threats.

2. Define formal communication.

Ans. The communication held in a formal format or pattern that is acceptable in an organization or social setup is known as the formal communication.

3. What is informal communication?

Ans. The communication carried out in a free and uninhibited manner between two agents, parties, or people who share a good rapport with each other is known as the informal communication.

4. What is upward communication?

Ans. The communication that flows from a lower level to upper level of the organizational hierarchy is referred to as the upward communication.

5. Define downward communication.

Ans. The communication that flows from upward to downward level of organizational hierarchy is referred to as the downward communication.

## Short Answer Questions-I

1. Explain the importance of communication.

Ans. Good communication skills are prerequisites to one's personal, academic, and professional success. In an organizational context, communication involves conveying orders, instructions, and information to achieve the desired level of employees' performance.

2. What is the role of communication in business?

Ans. Communication is an important tool to exchange ideas. In business, communication is used to exchange ideas between clients and vendors, so that they reach to a final conclusion. Communication also helps to strengthen the relationship among various professionals in the business domain by exchanging their experiences and opinions.

3. Define an adverb.

Ans. An adverb is a word that modifies the meaning of a verb, an adjective, or another adverb. For example, in the sentence "You run quickly.", the word quickly is used to modify the verb, run, quickly will be an adverb.

## Short Answer Questions-II

1. Explain different forms of non-verbal communication.

Ans. Non-verbal communication can be broadly categorized in two categories:

- **Written Communication:** Involves the use of emails, articles, reports, and memos. Written documents need to be edited a number of times before they are conveyed to the intended individual whether within or outside the organization.

Written communication may also be used for the purpose of informal communication, for example, mobile Short Message Service (SMS).

- **Visual Communication:** Involves the visual display of information, such as photos, formats, signs, codes, symbols, and designs. For example, television, DVDs, CDs, and other audiovisual aids of communication represent visual communication

## 2. What are the various objectives of communication?

Ans. The following are the objectives of communication:

- **Clarity:** Requires the use of a simple language for communication
- **Completeness:** Implies that communication should contain all the information necessary to get the desirable response from the sender
- **Conciseness:** Implies that the message should be free from superfluous details, which helps in saving the time of both, the sender and the receiver
- **Consideration:** Requires preparing the message keeping the recipient in mind
- **Correctness:** Implies that the message should state accurate facts and figures
- **Concreteness:** Implies that the message should be specific and to the point
- **Courtesy:** Constitutes one of the important elements of an effective business communication

## 3. What are the various types of communication?

Ans. The various types of communication can be explained as follows:

- On the basis of channel used:
  - Formal communication
  - Informal communication
- On the basis of direction:
  - Upward communication
  - Downward communication
  - Horizontal communication
  - Diagonal communication
- On the basis of means used:
  - Verbal communication
  - Non-verbal communication
  - Written communication
  - Visual communication

## 4. Explain different kinds of nouns with examples.

Ans. The different types of nouns are briefly explained as follows:

- **Common noun**  
For example, in the sentence, "The cat is sleeping on the floor", the word 'cat' is a common noun.
- **Proper noun**  
For example, in the sentence, "Mrinalini has gone to Kashmir", the words 'Mrinalini' and 'Kashmir' are proper nouns.

- **Collective noun**

For example, in the sentence, "The committee has reached its decision", the word 'committee' is a collective noun.

- **Abstract noun**

For example, in the sentence, "Beauty lies in the eyes of the beholder", the word 'beauty' is an abstract noun.

- **Countable noun**

For example, in the sentence, "The oak tree lost three branches in the hurricane", the words 'oak tree' and 'branches' are countable nouns.

- **Uncountable noun**

For example, in the sentence, "Oxygen is essential to human life", the word 'oxygen' is an uncountable noun.

## 5. Write a short note on verb and its types with examples.

Ans. A verb is a word that tells about the action or affirms something about a person or a thing. It is the most important part of a sentence. Consider the following examples:

- Sachin plays football.
- He eats mango.

In the preceding examples, the words 'plays' and 'eats' are verbs as they show the action. Note that a verb has an important relation with time. It is through the verb used in a sentence that we can understand something has already happened, is happening now, or will happen in future.

## 6. Explain adverb with some examples

Ans. An adverb is a word that modifies the meaning of a verb, an adjective, or another adverb.

Consider the following examples:

- You run quickly.
- This is a very sweet apple.
- Ramesh reads quite clearly.

In the preceding examples, the words quickly, very, and quite are used to modify the verb, adjective, and adverb, respectively, so they are called adverbs.

## 7. What is a pronoun? Explain with example.

Ans. A pronoun is a word that can replace a noun or another pronoun. In other words, a pronoun is a word used instead of a noun. It helps in avoiding the repeated use of nouns. Consider the following examples:

- Tell him to come back soon.
- They are waiting for the train.

In the preceding sentences, 'him' and 'they' are pronouns.

## 8. Briefly explain interjection with examples.

Ans. An interjection is a word that is used to express sudden feeling or emotion. It is not grammatically related with any other words in the sentence. An interjection is usually followed by an exclamatory mark. Some common examples of interjections are Hi! Bravo! Cheers! Hurrah!, etc.

## Long Answer Questions

1. Describe the role of different elements of a communication cycle.

Ans. The following are the different elements of a communication cycle:

- **Sender:** Refers to a party or agent who sends the intended message to another party or agent. Sender is also referred to as a source in the process of communication.
- **Ideas or Message:** Refers to the subject matter that the sender wishes to convey to the receiver. It may be an opinion, attitude, feeling, view, order, or suggestion.
- **Encoding:** Refers to a process that puts the thoughts in a framework of symbols or words.
- **Communication Channel:** Refers to the channel responsible for the delivery of the message. For example post office, Internet, and radio.
- **Receiver:** Refers to a party or agent who receives the sent message. The receiver is also called the audience or destination.
- **Decoding:** Refers to the process of deciphering the received message and understanding its intended meaning.
- **Feedback:** Refers to the response of the receiver to the message of the sender. This part of the communication cycle establishes a two-way communication between the receiver and the sender.

2. Explain an adjective and its different kinds with examples.

Ans. An adjective is a word used with a noun to describe the quality, quantity, characteristics, and nature of the noun that it qualifies. Adjectives can be further divided into different classes. The following are the different kinds of adjectives and their examples:

- Adjectives of quality. E.g. Ram is an honest man; Delhi is a large city.
- Adjectives of number. E.g. Ravi has two sisters; A hand has five fingers.
- Demonstrative adjectives. E.g. that boy is lazy; These apples are sweet.
- Interrogative adjectives. E.g. What kind of man is he?; Whose pen is this?

3. Explain the use of preposition with examples.

Ans. A preposition is a word that shows the relation of nouns, pronouns, and phrases with the other words in a sentence. Consider the following examples:

- There is a fish in the bottle.
- The boy jumped into the river.

In the first example, the word 'in' shows the relation between a fish and a bottle, while in the second example, the word 'into' shows the relation between a boy and a river. Therefore, the words in and into are the prepositions in the given sentences. Some basic rules of using a preposition in a sentence are as follows:

- A preposition may have two or more objects. For example: The horse runs over hill and plain.
- A preposition is often used before its object, but sometimes it is used after the object.
- The prepositions for, from, in, and on are sometimes omitted

before nouns of place or time. For example: You did it last Monday.

- Some words are used sometimes as adverbs and sometimes as prepositions.

4. Compare and contrast coordinating conjunction and subordinating conjunction.

Ans. A coordinating conjunction is a type of conjunction that joins two independent clauses of equal rank. It joins the elements of equal structure and importance. Some examples of coordinating conjunctions are 'and, but, for, or, nor, also, either-or, neither-nor'. For example: Mukesh sings and Nikhil swims. I like tea, but my brother likes coffee.

In the preceding examples, two independent statements or two statements of equal rank are joined by the words 'and' and 'but'. Therefore, the words 'and' and 'but' are coordinating conjunctions.

A subordinating conjunction is a type of conjunction that joins two statements or clauses in which one statement or clause is dependent on the other. Some examples of subordinating conjunctions are 'after, because, if, that, though, although, till, before, unless, as, when, where, and while'. For example: Sandeep plays football because he likes it. You will pass if you work hard.

In the first sentence, the clause or statement 'because he likes it' is dependent on the other statement or clause 'Sandeep plays football.' Again, in the second sentence, 'if you work hard' is dependent on 'you will pass.' Therefore, the words 'because' and 'if' are subordinating conjunctions.

5. What are the different ways to enhance the interpersonal skills of the employees of an organization? Explain.

Ans. For building good personal professional relations, you require good interpersonal skills for which, you need to have excellent communication skills. In an organizational context, communication involves conveying orders, instructions, and information to achieve the desired level of performance of employees. However small or big a business may be, its success depends on the efficiency of its communication system, both within and outside the organization. Where proper communication results in clarity and shared understanding between managers and employees, inaccurate or ineffective communication may lead to conflicts within the organization and loss of goodwill outside it.

6. What is the role of non-verbal communication in the success of an organization? Explain with examples.

Ans. Non-verbal communication is the kind of communication that involves various characteristics, such as tone of the voice (inflexions), smell, touch, and body motion. Such communication may involve symbols and sign languages that do not require words to be conveyed. In an organization, where there must be good communication among people, non-verbal communication increases clarity, interest and trust to one's way of presentation of thoughts. The following are some points that make non-verbal communication significant in any organization:

- It reinforces what has already been said.
- It can communicate ideas without using any words.
- It can add extra value to a verbal message.
- It can be used to emphasize a particular section of verbal information.

### 7. Explain in detail the principles and functions of business communication.

Ans. The following are the seven principles of business communication and their functions:

- **Clarity:** Requires the use of a simple language for communication.
- **Completeness:** Implies that communication should contain all the information necessary to get the desirable response from the sender. On the other hand, the sender should answer all the questions asked by the receiver and pay attention to all minute details.
- **Conciseness:** Implies that the message should be free from superfluous details, which helps in saving the time of both, the sender and the receiver.
- **Consideration:** Requires preparing the message keeping the recipient in mind. A sender, while sending the message should take into consideration the views, thoughts, background, mindset, and education level of the receiver and vice versa.
- **Correctness:** Implies that the message should state accurate facts and figures.
- **Concreteness:** Implies that the message should be specific and to the point. The details provided in the message should be definite and vivid.
- **Courtesy:** Constitutes one of the important elements of an effective business communication.

### 8. What is a paragraph? What are the elements that are essential to good paragraph writing?

Ans. A paragraph is a set of sentences focusing upon a single idea or train of thought. Ideally, a paragraph should be around 5-7

sentences containing the topic sentence, 3-5 supporting sentences and a concluding sentence. The following are the four elements that are essential to good paragraph writing:

- **Unity:** After introducing the main topic of the sentence, each subsequent sentence should elaborate and provide more detail to that topic, giving the paragraph unity.
- **Order:** The way sentences are organized in a paragraph is known as its order. For example, you can choose to write your ideas in the order of importance, chronological order, or another logical presentation.
- **Coherence:** It implies that every sentence in your paragraph should be logically connected to the sentence that precedes it. Coherence of ideas makes your work understandable.
- **Completeness:** A paragraph is called complete if all the sentences in it clearly and sufficiently support the main idea.

### Higher Order Thinking Skills (HOTS) Questions

#### 1. Fill in the blanks using the given words:

Audience, sender, message, encoding, response, communication, feedback channel

Ans. In the communication process, the sender should know the types of audience and their desirable responses. It is very important for the sender to compose the message properly so that the receiver can easily understand the meaning of the message. While encoding the message, the type of target audience should also be kept in mind. The audience must receive the message without any interruption. The sender should also have a feedback channel to acknowledge the delivery of the message as well as to get receiver's response about the message.