

Diploma in Microbial Analysis and Food Safety
First Semester
Communication Skills: MFS-101

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit

x-x-x

I. Attempt any four of the following short questions in 50-60 words each:-

- a) Miscommunication
- b) Feedback
- c) Noise
- d) Grapevine Communication
- e) Different types of communication
- f) Difference between oral and written communication

(4X4)

UNIT-I

II. What is the need for effective communication?

(16)

III. Explain the various barriers in effective communication and suggest the ways to overcome these barriers. (16)

UNIT-II

IV. What are the different characteristics of Verbal and non-verbal communication? Explain their distinctiveness using examples.

(16)

V. Explain the role of non-verbal communication in making communication effective.

(16)

UNIT-III

VI. Define the significance of SWOT analysis for the growth of any organisation.

(16)

VII. Explain the communication opportunities and threats that influence any organisation.

(16)

UNIT-IV

VIII. Write a report on the possibility of opening a chain of fast food joints industrially advanced cities of your state.

(16)

IX. Write a report, with recommendations, on the parking facilities in your growing company. Write the report in the form of a letter, supposing that you are the Estate Manager.

(16)

x-x-x