MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, [illegible]
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester	: **III (New)**	**Term**	: **I**	**Academic Year**	: **2016-17**
Course No.	: EXTN 232	**Title**	:	**Communication Skills and Market-Led Extension for Business Management**	
Credits	: 2(1+1)				
Day & Date	: Wednesday, 16.11.2016	**Time**	: 9.00 to 11.00	**Total Marks**	: **40**

Note :
1. Solve **ANY EIGHT** questions from **SECTION "A"**.
2. All questions from **SECTION "B"** are compulsory.
3. All questions carry equal marks.
4. Draw neat diagrams wherever necessary.

SECTION "A"

Q.1 Define communication. Write the importance of communication.

Q.2 Enlist visual aids. Explain any one of them.

Q.3 Enlist different models of communication and explain Aristotle's model of communication.

Q.4 Classify the means of transportation.

Q.5 Write short notes.
1) Importance of Market-led Extension.
2) Storage.

Q.6 Describe areas of extension education in marketing.

Q.7 Enlist the problems in communication and explain any one of them.

Q.8 Define feedback and explain its characteristics.

Q.9 Define non-verbal communication and write importance of body language in non-verbal communication.

Q.10 Describe in detail about business communication.

SECTION "B"

Q.11 Define the following terms.
1) Inter Organizational Communication.
2) Communication fidelity.
3) Visual aids.
4) Transportations.

Q.12 State True or False.
1) Communication is a one way process.
2) The communication without using words is called verbal communication.
3) Feedback means carrying some significant response of the audience back to the communicator.
4) Marketing channels are routes through which agricultural products move from producers to consumers.

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