MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester	: **III (New)**	**Term**	: **I**	**Academic Year**	: **2017-18**
Course No.	: EXTN 232	**Title**	: **Communication Skills and Market-Led Extension for Business Management**		
Credits	: 2(1+1)				
Day & Date	: Tuesday, 21.11.2017	**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. Explain importance of communication.

Q.2 Explain types of communication.

Q.3 Enlist barriers in communication. Explain any four with appropriate example.

Q.4 Enlist different models of communication. Describe in brief S-M-C-R-E model.

Q.5 What do you mean by Market led extension? Give the basis of market led extension.

Q.6 Why presentation skills are important in communication?

Q.7 Enlist types of Warehouses. Explain any two of them.

Q.8 Give the advantages of visual aids. Enlist types of visual aids. Explain any two.

Q.9 Enlist the qualities of good communicator. Explain any two.

Q.10 Write short note (Any Two).

a) Five C's of effective business writings

b) Using modern technology for communication

c) Body language

SECTION "B"

Q.11 Define the following terms.

1) Marketing channel
2) Warehouse
3) Presentation
4) Feedback

Q.12 Fill in the blanks.

1) Transportation is related to _____ utility of products.
2) Storage is related to _____ utility of products.
3) _____involves sending and receiving wordless message.
4) _____is the term used to describe hypothetical process by which one might send information at faster than light.

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