MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END EXAMINATION

B.Sc. (Hons.) Agri. Business Management

Semester	: III (New)	**Term**	: I	**Academic Year**	: 2018-19
Course No.	: EXTN 231	**Title**	: Communication Skills and Personality Development		
Credits	: 2(1+1)				
Day & Date	: Thursday, 22.11.2018	**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. Describe the importance of communication.

Q.2 Give the classification of communication. Explain any two of them.

Q.3 Enlist the different models of communication. Explain in detail SMCRE model of communication.

Q.4 What is feedback? Explain the role of feedback in extension education.

Q.5 Discuss the process of communication with diagrammatic representation.

Q.6 Define visual aid. Give the classification of visual aids and explain any two of them.

Q.7 Write short notes.

a) Writing skills b) Speaking skills

Q.8 Describe in detail the behavior of and physical characteristics of personality.

Q.9 Describe personality. Write in detail the types of personality.

Q.10 Define socialization and write its importance.

SECTION "B"

Q.11 State True or False.

1) Hypodermic needle model postulated that the mass media had direct, immediate and powerful effect on a mass audience.
2) Chalk board is an example of projected aid.
3) The word communication is derived from a Greek word.
4) Man is not only social but also cultural.

Q.12 Match the following pairs.

'A'	'B'
1) Radio	a) Non verbal communication
2) Feedback	b) Mass media
3) Facial expression	c) Response of Audience
4) Visual aids	d) Sense of seeing

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