

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD PUNE
SEMESTER END EXAMINATION

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

Semester : III (New)	Term : I	Academic Year : 2019-20
Course No. : EXTN 231	Title : Communication Skills and Personality Development	
Credits : 2 (1+1)		
Day & Date : Wednesday, 13.11.2019	Time : 09.00 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 feedback. Write its characteristics.
- Q.2 Define social mobility. Explain kinds of social mobility.
- Q.3 Define audio visual aids. Give its classification.
- Q.4 Enlist various models of communication and explain any one of them.
- Q.5 Define personality. Describe types of it.
- Q.6 Define socialization and describe agents of it.
- Q.7 Explain factors influencing social mobility.
- Q.8 Describe factors affecting personality.
- Q.9 Describe in detail elements of communication process.
- Q.10 Describe in detail personality traits.

SECTION "B"

- Q.11 Fill in the blanks.
- 1) _____ is unique integrated and organized system of all behavior of person.
 - 2) The communications without using word is called _____ communication.
 - 3) _____ refers to the movement of individual or group from one stratum of society to another.
 - 4) _____ is a process by which message are transferred from source to a receiver.
- Q.12 Match the following pairs.

'A'

- 1) Telephone
- 2) Chalk – board
- 3) Overhead projector
- 4) Motion picture (cinema)

'B'

- a) Projected audio visual aids
- b) Projected visual aids
- c) Non- projected visual aids
- d) Audio aids

