

**Dr. SSB UICET, Panjab University, Chandigarh**

**2<sup>nd</sup> Sessional**

**Communication Skills**

**08-03-2022**

**Time-1:00 Hour**

**B.E.Chem (MBA)and B.E. Food Tech-1<sup>st</sup> Sem**

**Max. Marks:20**

**Note: All Questions are of 5 marks each. All the Course Outcomes map equally with the questions**

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1. What role does media play in society? What are the advantages and disadvantages of media? What are the different types of media?
  2. What do you understand by the term culture? What are the 3 perspectives of defining culture? How culture and power effect communication?
  3. Explain briefly the various forms of technical writing?
  4. Why is an interview called a two-way street? Explain. What are the various types of interviews? How can you make an interview successful?
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