MCA 1st Sem -2019

Time: 3 Hours   **Full Mark: 70**

(Answer all questions. Figures in the right hand margin indicates marks)

1. Briefly explain downward and upward communication.   14

OR

What do you understand by grapevine communication and how is it effective in informal communication?

2. What are the barriers of communication and how can we overcome the barriers of communication.

OR   14

Differentiate between vertical and horizontal communication citing examples of each.

3. Write a short note any two of the following: 7x2=14

   (a) Differentiate between Kinesics and Proxemics.

   (b) What are the important elements of story writing?

   (c) Role of Haptics and Chronemics in non-verbal communication

4. Read the following passage carefully and answer the questions that follow: 3.5x4=14

Today there is a lot of talk about the environment. All nations are coming to an agreement to save planet earth. Like we pollute the earth, we pollute the water. We also pollute the subtle environment through our negative feelings and emotions. We have

become a victim of our environment .We are not in control of our mind. We hear a lot about other things in life but we spend very little time to hear about ourselves. The most unfortunate thing is that we have not learnt: How to handle our mind? How to be in the present moment? How to be happy and grateful? Then, what is the solution. This is where we miss a very fundamental principle that governs our environment, our mind, our emotions and our life in general. Our body has the capacity to sustain much longer the vibration of bliss and peace than it does negative emotions because positivity is in the centre of our existence. Just like, in the structure of an atom, protons and neutrons are in the centre of the atom and electrons are only the periphery, same is with our lives; the centre core of our existence is bliss, positivity and joy but it is surrounded by a cloud of negative ions. Through the help of the breath we can easily get over our negative emotions in a short period of time. Through meditation and certain breathing techniques, we can clear this negative cloud. This life has so much to offer to you. You can see this once you take some time off, rejuvenating the soul. Your soul is hungry for a smile from you. If you could give this, you feel energized the whole year and nothing whatsoever can take the smile from you. Everyone wants to be successful in life. But without knowing what success is, you want to be successful. What is the sign of success? Just having a lot of money, is that success? Why do you think money means success? Because money gives you freedom so that you can do whatever you want. You may have a big bank balance, but, you have stomach aches, ulcers, you may have to go for bypass surgery; can't eat this, can't do this, can't do that. It is very bad mathematics. We spend half our health to gain wealth and spend half our wealth to gain back the health. Is this success? Look at all those who claim to be successful - are they successful? No, they are

miserable. Then, what is the sign of success? It is confidence, compassion, generosity and a smile that none can snatch away, being really happy and being able to be more free. These are the signs of a successful person. Take some time off to look a little deep into yourself and calm the mind down. Thus erasing all the impressions that we are carrying in our minds and experience the presence, the divine that is the very core of our existence. This is feeling the presence!

a) How do we pollute our subtle environment? What is the most unfortunate thing?

b) What comparison has the writer made between the atom and human body? How can we

get rid of our negative emotions?

c) What is food for our soul? What, according to the author, is 'bad mathematics"?

d) How does the author define 'success'?

5. Write a dialogue between vegetable vendor and one customer on recent price hike of

vegetables.

OR   14

Write a newspaper report on reckless driving by the youngsters and its implications.