

**MANIPAL UNIVERSITY****SECOND SEMESTER B. DES. (ID) / B.A. (ID) DEGREE EXAMINATION – MAY 2017****SUBJECT: BID 112 – DESIGN COMMUNICATION SKILLS**

Monday, May 08, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

 **Answer any FIVE of the following.**

 **Illustrate with neat sketches and examples wherever required.**

1. Define Communication. Explain the process of communication.  
(2+8 = 10 marks)
2. Identify different levels of Communication and explain the stages of Interpersonal Communication.  
(4+6 = 10 marks)
3. Write to a customer to them that the service they want is not available at this moment. Prepare a situation using company's business, service, why the service is not available, when is to going to be available again, promising some action regarding the same.  
(10 marks)
4. Write an email to a customer comparing several services that you offer. Your letter should include price, features, functions, customer benefits, performance, design and technical specifications, availability and possibility of customization.  
(10 marks)
5. Write briefly about voice as an effective tool of communication. Explain various elements of voice culture.  
(4+6 = 10 marks)
6. **Write shortly about:**
  - 6A. Proxemics
  - 6B. Kinesis  
(5+5 = 10 marks)

