AN ASSESSMENT OF LISTENING ABILITIES OF MBA STUDENTS

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ABSTRACT
Active listening is a communication technique that increases understanding and rapport between speaker and listener. Rather than passively listening to the speaker (or not listening at all), the active listener pays close attention to both verbal and body language, then repeats back the most important points of the speaker's message. A modified Harvard listening tool was used to assess the listening levels of students by a complete enumeration sampling technique. The results showed that 17 of the students are average listeners, 2 are active listeners and 29 which forms majority of the respondents are good listeners. Various factors that affect listening ability were determined however, some factors that are normally used in most listening tools such as maintaining eye contact, looking at the face of speaker, age, and educational background were found not to be a determining factor in listening. A new listening tool called The DhakLongBanor listening tool was developed to be used to determine the listening ability of individuals in further researches in listening as it accounts for 85% of factors that affect listening.

KEY WORDS: Active listening, level of listening, modified Harvard listening tool, DhaklongBanor Listening tool.

References


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