

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER- I • EXAMINATION – SUMMER 2015

Subject Code:2610005

Date:14/05/2015

Subject Name: Communication Skills

Time:10:30 am - 01:00 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement. **07**
- (b)** Answer the following: **07**
- 1 Justify that language is artificial.
 - 2 Explain how religion and belief is an important element in cross cultural communication.
 - 3 Define homonyms and give one example of your choice for the same.
 - 4 Define homophones and give one example of your choice for the same.
 - 5 Discuss demographics with reference to technical writing.
 - 6 Write an expansion for the following acronyms: FITB and ROFL.
 - 7 Give one instance where passive voice can be used.
- Q.2 (a)** Fill in the blanks with appropriate form of verbs given in the bracket. **07**
- 1 He joined us 10 years ago and he still _____ (work) for us.
 - 2 Perhaps we _____ (visit) Kolkata next year.
 - 3 She _____ (is) unconscious since morning.
 - 4 Cotton _____ (catch) fire easily.
 - 5 The principal _____ (want) to speak to you.
 - 6 Two and two _____ (make) four.
 - 7 Go down this road, _____ (turn) left, and the road leads to the industrial area.
- (b)** Explain in detail the components of research paper. **07**
- OR**
- (b)** Discuss in brief different classification/ categories of reports. **07**
- Q.3 (a)** Answer the followings:
- 1 List etiquette for telephonic conversations. **4**
 - 2 List guidelines for addressing press conference in effective and efficient manner. **3**
- (b)** Compare different forms of group communication based on purpose/objectives and structure. **07**
- OR**
- Q.3 (a)** Explain in brief the evaluation components for candidates in GD. **07**
- (b)** Discuss different types of interview based on objective and nature. **07**
- Q.4 (a)** Your institute is going to organize a national conference on cloud computing. Prepare and plan for the conference as a student president of your college. **07**
- (b)** What are the five important aspects to be considered while planning for your class presentation? **07**
- OR**
- Q.4 (a)** Discuss the modes of delivery that you can use for making your class presentation along with one merit and demerits of each. **07**
- (b)** Diagrammatically represent formal and informal communication network. **07**

- Q.5 (a)** TechnoExperts is a leading IT company looking for system analyst with MCA degree and 3 years of experience for their either of Ahmedabad/Surat/Rajkot/Bhuj location. Apply for the above post with your resume to HR managers mentioning preference for choice of location. **10**
- (b)** Discriminatory writing should be avoided. Justify with reference to technical writing. **03**

OR

- Q.5 (a)** Apple has launched iPhone 5C and 5S. You are the authorized partner with apple for sales. Write a sales promotion letter to your esteemed customers for the promotion of above products. **07**
- (b)** Discuss classifications of speaking based on different occasions to serve different purposes. **07**
