

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA - SEMESTER- I • EXAMINATION – SUMMER - 2017**

**Subject Code: 2610005**

**Date: 20-06-2017**

**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)** Explain the following terms giving one example of each. **07**  
1. Noun  
2. Pronoun  
3. Verb  
4. Adverb  
5. Eponyms  
6. Homonym  
7. Homophone
- (b)** Draw the block diagram of process of communication and explain its Components. **07**
- Q.2 (a)** State the etiquettes one must follow while making telephonic calls. **07**  
**(b)** Write a cover letter to apply for the job of software engineer, advertised by Chee Infotech in Times of India dated 1<sup>st</sup> November 2016. **07**
- OR**
- (b)** Write a complaint letter to the Sales Manager of the HP company asking for repair, replacement or compensation of Personal Computers. **07**
- Q.3 (a)** What is an interview? Describe objectives & types of interviews. **07**  
**(b)** Explain in brief the evaluation components for candidates in GD. **07**
- OR**
- Q.3 (a)** List group discussion techniques and explain the Delphi technique of Group Discussion. **07**  
**(b)** Explain the common factors due to which a candidate may fail in interview. **07**
- Q.4 (a)** Explain components of Research Paper. **07**  
**(b)** Explain positive and negative effects that technology-oriented communication creates in Organization. **07**
- OR**
- Q.4 (a)** Discriminatory writing should be avoided. Justify with reference to technical writing. **07**  
**(b)** Explain paralinguistic features of Effective Speaking. **07**
- Q.5 (a)** Identify the various visual aids that can be used to make an effective presentation. **07**  
**(b)** Describe levels of Communication. **07**
- OR**
- Q.5 (a)** What is the significance of reports? Differentiate between oral and written reports. **07**  
**(b)** Write a short note on usage of technology in delivering a presentation. **07**

\*\*\*\*\*