

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-I • EXAMINATION – WINTER • 2014

Subject Code: 2610005

Date: 03-01-2015

Subject Name: Communications 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) Do as directed : 07

- (i) Give one word for the following: Hardcopy describing the uses and design of hardware, Ratio between actual and mapped distances.
- (ii) Give homophones of following word: feat, saw.
- (iii) Add suffixes to the following words to produce their adjective: quick, mass.
- (iv) Use proper articles in the sentences given below :
Sherlock Holmes was playing _____ violin when the visitor arrived.
- (v) Join the following pairs of sentences with suitable conjunctions :
 - (1) Jai saw a dog on the road. He decided to adopt the dog. Jai brought the dog home.
 - (2) Marge was late for work. She received a cut in pay.
- (vi) Fill in the blanks with the suitable comparative adjectives :
 - (1) Sodium is _____ (much) reactive than gold.
 - (2) Cars are _____ (safe) than bikes.
- (vii) Add prefixes to the following words to produce their antonyms: Obedient, Calculate

(b) Explain different modes of communication. 07

Q.2 (a) Write a note on visual aids in technical communication. 07

(b) You want to open a new bank account with a bank. Draft a letter to the bank manager for the same along with the necessary documents. 07

OR

(b) As the sales manager of company, draft a reply which has to be sent in the form of an email to customer who has complained about your product. Invent necessary details. 07

Q.3 (a) Explain the paralinguistic features in communication and explain importance of features. 07

(b) State the etiquettes one must follow while making telephonic calls. 07

OR

Q.3 (a) What is Email? Write advantages and limitation of Email. 07

(b) Discuss attribute that as a speaker you should own in order to persuade your audience. 07

Q.4 (a) What is research paper? State the components of research paper. 07

(b) What are the purposes of conducting meetings? What are the preparations required for conducting a meeting? 07

OR

Q.4 (a) Write a short note on press conference. 07

- (b) What does a prospective employer expect from the interviewee? What are reasons for failure in interviewee for a face-to-face job interview? 07
- Q.5** (a) State and explain the different categories of reports. 07
- (b) (1) Explain communication skills. 04
- (2) What is the significance of mass communication? What should be characteristics of this type of communication? 03
- OR**
- Q.5** (a) What is dissertation? Explain the structure of a dissertation. 07
- (b) What is negotiation? Explain the six-steps involved in negotiations. 07
