

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA SEMESTER-I • EXAMINATION – WINTER - 2017

Subject Code: 2610005

Date: 08-01-2018

Subject Name: Communication Skills

Time: 10:30 am to 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)** Use Conjunctions to fill in the blanks:
(1) He is more clever _____ him.
(2) Cow _____ buffalo are pet animals.
- (ii)** Make nouns from the following words:
(1) Participate (2) Examine
- (iii)** Give the antonyms of the following words:
(1) Agree (2) Visible
- (iv)** Use proper articles in the sentences given below.
(1) English is _____ easy language.
(2) Mahesh eats _____ banana daily.
- (v)** Give one word for the following.
(1) A post without remuneration
(2) A study of origin of words
- (vi)** Fill in the blank with suitable comparative adjectives.
(1) Platinum is _____ (costly) than diamond.
(2) Bikes are running _____ (fast) than cycles.
- (vii)** Use the correct form of the verb given below.
(1) Either of these ideas _____ acceptable. (are, is)
(2) The data _____ now ready for analysis. (is, are)
- (b) Explain different levels of communication. 07**
- Q.2 (a) Explain different modes of communication. 07**
- (b) You want to open a new bank account in SBI. Draft a letter to the bank manager for the same along with the necessary documents. 07**
- OR**
- (b) Assume that you are the Purchase Manager of Simony Engineering Company, Janpath Road, Delhi. Your company sends an order for 10 DELL laptops to Vision System Ltd, Electronics Market, Noida, on 12th November 2016, but you received only 7 laptops. Write a letter to Mr. T. Gopalan, the GM (sales and Marketing) of Vision System Ltd, making a complaint and asking him to send the remaining 3 laptops as early as possible. 07**
- Q.3 (a) What are the situations that involve public speaking? Explain in brief the guidelines for effective public speaking. 07**
- (b) What is Email? Write advantages and limitation of Email. 07**
- OR**
- Q.3 (a) Describe in brief the etiquettes one must follow while making telephone calls. 07**
- (b) Explain paralinguistic features of effective speaking. 07**
- Q.4 (a) What is a Dissertation? Explain its essential features and structural elements. 07**
- (b) What are the purposes of conducting meetings? What are the preparations 07**

required for conducting a meeting?

OR

- Q.4** (a) What is an interview? Describe objectives & types of interviews. **07**
(b) Explain the different techniques of organizational group discussion. **07**
- Q.5** (a) What is a negotiation? Explain the six-steps involved in negotiations. **07**
(b) Write a short note on Proxemics. **07**

OR

- Q.5** (a) Explain objectives and formats of report. **07**
(b) What is assertive communication? Explain the advantages and disadvantages of it. **07**
