

Seat No.: _____

Enrolment No. _____

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

Subject Code: 3610005

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)** 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 1st January 2017. **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**
