

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA Integrated - SEMESTER-II • EXAMINATION – SUMMER • 2014

Subject Code: 4420604

Date: 25-06-2014

Subject Name: Communication Skills - II

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 'flow of communication'. Illustrate it with examples from the existing communication patterns in your college/institute. **07**
- (b)** For each set of words, identify the word with correct spelling: **07**
- (i) affetionatee, affectionate, afectionate, effectionate
 - (ii) astonishing, astronish, ashtronish, ashonish
 - (iii) brualy, brutally, brutally, bratually
 - (iv) commercialize, commercialise, commercail, commerciallse
 - (v) dipolmse, deplomate, depolmete, diplomacy
 - (vi) glamorous, glomorous, plamaurus, glamerous
 - (vii) grafitivate, gratification, gertetitude, gratitutetude
- Q.2 (a)** How can visual aids enhance technical communication? What points should be borne in mind while using visual aids? **07**
- (b)** You are Head of Info. Tech. department of an organization. Write an inter-office memorandum to appropriate department for providing welfare fund to your staff members for cases like premature death, accident and special family function. **07**
- OR
- (b)** What is a research paper? List and discuss the components of a Research Paper. **07**
- Q.3 (a)** You successfully passed a job interview. You are expected to start on June 07, but you will not be available on that date. **07**
- Task: Write an email to your new boss, explaining your situation, expressing your concern and suggesting a solution.
- (b)** Distinguish between General Communication and Technical Communication. **07**
- OR
- Q.3 (a)** As a secretary of your college, draft an annual report of the GTU activities done during 2012-2013, to your principal. **07**
- (b)** Give antonyms of the following words: **07**
- (i) absence
 - (ii) ancient
 - (iii) admit
 - (iv) loyal
 - (v) minority
 - (vi) obedient
 - (vii) pessimist
- Q.4 (a)** Explain different types of Interviews. **07**

- (b) As a purchase manager of Cardini Computers, 7 Naidu road, Rajkot, you had ordered two dozen PC from Hindustan Computers Ltd., 150 M.G. Road, Bangalore. When the parcel arrived, you found some of the pieces in the damaged condition. Write a complain letter. 07

OR

- Q.4 (a) What kind of planning, preparation and procedure require for arranging the good conference at your place? 07
- (b) Explain the merits and de-merits of technology enabled communication. 07

- Q.5 (a) Advertisement in newspapers 07

Candidates holding a bachelor's degree in Engineering in IT/EC/CE are required for working on company intranet, extranet and internet sites. Competency in HTML coding, website design and client server technology is vital. Please send Resume to the Director, H.R.Department, Knowledge Software, Fathom Road, Mumbai – 400007 or fax it to 022-242777838 or e-mail to knowledgehr@vsnl.net .

Assuming that you have the requisite credentials, draft a Job Application in response to the above cited advertisement.

- (b) Find one word Substitute for the followings: 07
- (i) Instruments which makes smaller objects larger
 - (ii) One who cannot read or write
 - (iii) One who is not the citizen of country
 - (iv) A government by people
 - (v) A person pretending to be somebody he is not
 - (vi) One who possesses many talents
 - (vii) Murder of oneself

OR

- Q.5 (a) Why is group discussion important in the recruitment process? Explain the characteristics, evaluation and analysis of group discussion 07
- (b) What are the new technologies you can use in the communication? 07
- Discuss the criteria for selecting the technology oriented communications.
