

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER– II• EXAMINATION – SUMMER 2016

Subject Code: 620008

Date: 06-06-2016

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)** What is communication network? Explain formal & informal network models. **07**
- (b)** What are the levels of communications? Explain the organizational and mass communication in detail. **07**
- Q.2 (a)** What is listening ? State and explain the types of listening. Also, explain the traits of a good listener. **07**
- (b)** What is meant by barriers to communication? Explain intrapersonal barriers to communication. **07**
- OR**
- (b)** Explain paralinguistic features in speaking. **07**
- Q.3 (a)** Mention the qualities of a good listener. **07**
- (b)** What is difference between Exit interviews and Evaluation interviews? Give the important tips for job interview. **07**
- OR**
- Q.3 (a)** Explain different types of business letters and its objectives. **07**
- (b)** What is organizational group discussion? Explain its techniques. **07**
- Q.4 (a)** What are the advantages and disadvantages of E-mails? Also write the E-mail etiquettes. **07**
- (b)** What is reading comprehension? What are the reasons for poor communication? **07**
- OR**
- Q.4 (a)** What are the types of telephonic job interviews? What preparations must one do for a telephonic interview? What should one take care of while facing a telephonic interview ? **07**
- (b)** What is the use of technical proposal? Explain various elements of technical proposal. **07**
- Q.5 (a)** Discuss the merits and demerits of using technology in business communication. **07**
- (b)** Explain the seven 'C's of communication. **07**
- OR**
- Q.5 (a)** Explain process of communication. **07**
- (b)** Explain different types of reports. **07**
