

GUJARAT TECHNOLOGICAL UNIVERSITY**B.E. Sem-II [All Branch] examination June 2009****Subject code: 110002****Subject Name: Communication Skills****Date: 09-06-2009****Time: 10:30am-1:00pm****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 presentation? Explain different purposes for making presentation. (07)
 (b) Discuss organizational barriers to communication. (07)
- Q.2** (a) Explain different types of interview. (07)
 (b) Discuss impact of body language in making presentation effective. (07)
- OR**
- (b) Explain the factors to be considered in technical communication. (07)
- Q.3** (a) Write a letter to M/s Santosh Electronic Ltd., Chandani Chowk, New Delhi calling for the illustrated catalogue and quotation of certain electronic goods required by your firm. (Use block layout format). (07)
 (b) Explain traits of a good listener. (07)
- OR**
- Q.3** (a) Discuss flow of communication in an organization. (07)
 (b) Discuss characteristics and objectives of technical reports. (07)
- Q.4** (a) As the sales manager of a watch manufacturing company, you conducted a market survey and found that there is a considerable decline in the sales of your watch. Write a short report on your market survey and also suggest steps required to boost the sales of your product. (08)
 (b) Rewrite the following sentences using the correct verb from the bracket: (06)
- (i) Neither Nitin nor other students (is, are) short-listed for final selection.
 - (ii) Tagore, the poet, novelist and philosopher (was, were) the greatest educationist of modern India.
 - (iii) My friend, the philosopher and the guide (is, are) here.
 - (iv) The deputy, along with thirty miners (was, were) trapped in the third mine.
 - (v) Sand in addition to gravel (form, forms) a filter bed.
 - (vi) Some of the pipes (runs, run) for several miles.
- OR**
- Q.4** (a) As a fresh graduate in engineering, you have decided to establish a manufacturing unit in your town. You wish to avail of the liberalized loan facility under the self-employment scheme. Draft a proposal for the manufacture of an item of your choice, seeking loan from the State Industrial Development Finance Corporation, Ahmedabad. (08)
- Q.4** (b) Use the following homophones in sentences so that meaning of each can be understood clearly (**Any three pairs**): (06)
- (i) Council, Counsel
 - (ii) Knotty, Naughty
 - (iii) Lighting, Lightening
 - (iv) Patrol, Petrol
 - (v) Personal, Personnel

- Q.5 (a)** What is a paragraph? Discuss central components of a paragraph. **(08)**
- (b)** Use the following homonyms in sentences so that meaning of each can be understood clearly: **(Any three pairs)**. **(06)**
- (i) Bank, Bank
 - (ii) Cricket, Cricket
 - (iii) Mole, Mole
 - (iv) Temple, Temple
 - (v) Plane, Plane

OR

- Q.5 (a)** Explain evaluation components of group discussion as part of a selection process. **(08)**
- (b)** Use the following idioms in sentences so that meaning of each of the idioms is clearly understood **(Any six)**: **(06)**
- (i) To save face
 - (ii) Take to heart
 - (iii) To break the ice
 - (iv) The jewel in the crown
 - (v) Once and for all
 - (vi) Null and Void
 - (vii) Hold good
 - (viii) At home.
