|     |                                   | .: Enrolment No  GUJARAT TECHNOLOGICAL UNIVERSITY  BE (SPFU) - SEMESTER-I-II (SPFU) - EXAMINATION – SUMMER 201   | DLOGICAL UNIVERSITY |  |
|-----|-----------------------------------|--|---------------------|--|
| Su  | bjec                              | t Code: COS002 Date: 14/06/20 tt Name: INTERMEDIATE COMMUNICATION SKILLS IN ISH  |                     |  |
| Ti  | me:(<br>struct<br>1.<br>2.        | 2:30 PM to 05:00 PM Total Marks:   | 70                  |  |
| Q.1 | (a)<br>(b)                        | In what spheres of life does culture operates itself? How?<br>How do values and attitude of person become affect cross-cultural communication?   | 07<br>07            |  |
| Q.2 | (a)<br>(b)                        | What are the common reading errors that we commit? Elaborate upon the ways to avoid them. Give some tips to identify the central idea of a text/passage.   | 07<br>07            |  |
| Q.3 | <ul><li>(a)</li><li>(b)</li></ul> | What is Globalization? What are the different blocks to cross-cultural communication in this global era? Enlist and explain different types of groups.   | 07<br>07            |  |
| Q.4 | (a)<br>(b)                        | Explain lexical and contextual meaning of a text. Enlist some common E-mail etiquettes and explain their importance.   | 07<br>07            |  |
| Q.5 | (a)<br>(b)                        | How to write a Memo? Give some guidelines.  Suppose you want to take a car loan from ABC BANK. Write a letter to the Branch Manager, ABC bank branch of your locality requesting him/her to send | 07<br>07            |  |

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(b) How does Culture lead to integrity in spite of being dynamic and evolving?

Elaborate upon the steps involved in preparation for an effective presentation.

Write an Email to a subject expert inviting him/her for a cultural event in your

Assume that as the head of the department, you have received a request of

writing a recommendation letter for a former student of yours who intends to pursue his/her postgraduate degree from a university in Australia. Your recommendation letter should highlight the student's strengths, achievements,

you all the information related to ABC BANK car loans.

and suitability for the course he intends to pursue.

**Q.6** 

**Q.7** 

**(b)** 

institute.

Discuss.

07

**07** 

**07** 

07