

GUJARAT TECHNOLOGICAL UNIVERSITY
BE SEMESTER– 1st / 2nd (OLD SYLLABUS) EXAMINATION – SUMMER 2015

Subject Code: 110002**Date: 27/05/2015****Subject Name: Communication Skills****Time: 10.30am-01.00pm****Total Marks: 70****Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) “Language employs a combination of words to communicate ideas in a meaningful way.” Elucidate this statement & explain the characteristics of Language. **07**
- (b) Define Noise. Enlist the Communication Barriers & discuss any one in detail. **07**
- Q.2** (a) “A good conversationalist is popular, a good listener even more so.” Justify this statement & discuss the tips for becoming a good listener. **07**
- (b) Distinguish between Formal & Informal Communication. Discuss the advantages & disadvantages of Grapevine. **07**
- Q.3** (a) What is a Presentation? State the different strategies to prepare an effective Presentation. **07**
- (b) Write a Short Note on each of the following: **07**
- 1) Types of Interviews
 - 2) Evaluation Components for Group Discussions
- Q.4** (a) Develop the following topic sentence into a complete paragraph: **07**
- ‘Go Green’ is the Mantra of the Modern Life.
- (b) What is Reading Comprehension? What are the reasons for poor comprehension? **07**
- Q.5** (a) On behalf of a leading Publishing House, draft a suitable reply to Ravi Prakashan, Kalawad Road, Rajkot, who have complained about the late delivery of books. Elaborate the reasons for the late delivery, offer special discount & assure timely supply of articles in future. **07**
- (b) Give a Technical Description of any gadget that you have recently purchased. **07**
- Q.6** (a) As the Sales Manager of a Laptop manufacturing company, you conducted a market survey & noticed a decline in the sales of your product. Write a Report on your market survey & suggest steps to boost the sales. **07**
- (b) Write a detailed note on the Prefatory Parts of a Technical Proposal. **07**
- Q.7** (a) Answer the following advertisement: “Wanted an experienced Computer Engineer for The Exclusive Software Developers, M. G. Road, Bangalore- 500 003. Apply on or before November 2nd, 2014 to the General Manager with the Cover Letter & Resume. **07**
- (b) Do as directed: **07**
- i) The police have caught the thief. (Turn into Impersonal Passive Voice)
 - ii) Jack & Jill went _____ the hill. (Use Preposition)
 - iii) Thunder & _____ rocked the sky. (Lighting, Lightening)
 - iv) My mom _____ to the temple everyday. (Use appropriate form of the verb ‘to go’)
 - v) Form a sentence using the idiom ‘to break ice’.
 - vi) ‘Snow Whites & the Seven Dwarfs’ _____ an interesting story. (is, are)
 - vii) Give one example of homophones & use the pair into sentences of your own.
