

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA Integrated - SEMESTER-II • EXAMINATION – WINTER - 2016

Subject Code:4420604**Date:06/01/ 2017****Subject Name: Communication Skills-II****Time:10:30am to 01:00pm****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) List and explain levels of communication with suitable examples. **07**
(b) Write synonyms of the following words: **07**
1) Silent
2) Happy
3) Apex
4) Hand
5) Distant
6) Pull
7) Untrue
- Q.2** (a) What do you understand by a research paper? Discuss its components. **07**
(b) As an editor of *Indian Express* newspaper, write a reply email to the reader who has sent you an email regarding repeated grammatical errors in the newspaper. **07**
OR
(b) You are the Sales Manager with IBM computers, Pune. Write a letter to the principals of various commerce colleges regarding the new student-friendly tablet designed exclusively for the B.Com. students by your company. Write a sales letter describing the details of the product. **07**
- Q.3** (a) Discuss in detail the characteristics of technical communication. **07**
(b) Explain the types of job interviews. **07**
OR
- Q.3** (a) 'Today technology has made communication simpler and faster.' Justify the statement. **07**
(b) Write antonyms of the following words: **07**
1) Overt
2) Internal
3) Strange
4) Abundance
5) Impartial
6) Abridge
7) Pause
- Q.4** (a) What is the procedure for conducting effective meetings? Give specific examples. **07**
(b) Explain various types of reports with relevant examples. **07**
OR
- Q.4** (a) Discuss in detail three techniques of organizational GD. **07**
(b) Discuss the importance of visual aids in Technical Communication. **07**
- Q.5** (a) Explain the evaluation and analysis criteria for selection in a GD for recruitment with proper examples. **07**

- (b)** Write one word substitute for the following: **07**
- 1) Mutual exchange
 - 2) Grid for data display
 - 3) A person who knows many languages
 - 4) Overlay with plastic
 - 5) Study of origins of names
 - 6) A man whose wife is dead
 - 7) One who prepares plans for buildings

OR

- Q.5 (a)** Apply for the following post: **07**
Soft-Solutions, a multinational company seeks enthusiastic Web-Developers. Candidates holding MCA degree with good command over English and web-development are urgently required. Please send an application with your resume to HR Manager, Soft-Solutions, B/12, Business Opera, Paladi, Ahemedabad.
- (b)** Discuss in detail negative impact of technology-enabled communication with suitable examples. **07**
