

GUJARAT TECHNOLOGICAL UNIVERSITY**MAM - SEMESTER-I • EXAMINATION – SUMMER 2013****Subject Code: 4110502****Date: 16-07-2013****Subject Name: Effective Communication Skills****Time: 10.30 am - 01.30 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) Explain the meaning of the term 'Communication'. Explain the process of communication and various types of communication **07**
- (b) Explain various psychological barriers to communication with examples. **07**

- Q.2** (a) Explain various Lexical items that are used in communication. Explain any 2 in detail. **07**
- (b) Explain few Speaking antiquates which are very important which communication. Explain the same with examples **07**

OR

- (b) What is the differentiation between active and passive listening? **07**

- Q.3** (a) What is the importance of effective communication in any business organisation? **07**
- (b) Describe the characteristics of a good listener. **07**

OR

- Q.3** (a) Discuss various strategies required to interpret text while reading. Also discuss 'Reading' as an interactive skill **07**
- (b) Discuss the different components of spoken English and written English. **07**

- Q.4** (a) Explain the term "Paragraph". Explain the strategies required for developing an effective paragraph. **07**
- (b) Explain the importance of Tone in the spoken English. Give suitable examples which justify the same. **07**

OR

- Q.4** (a) Explain the different parts of letter. **07**
- (b) Why and when do we ask for excuses? Explain the same with suitable examples **07**

- Q.5** (a) List various types of listening and explain the barriers to listening **07**
- (b) How one can effectively express the likes and dislikes? Explain it with suitable examples. **07**

OR

- Q.5** (a) What are the general mistakes done during a self introduction? What precautions can be taken? **07**
- (b) How important are punctuations in communication? Give suitable examples **07**
