Seat N	lo.:	Enrolment No.	
20001		GUJARAT TECHNOLOGICAL UNIVERSITY	
		MAM - SEMESTER-I • EXAMINATION - SUMMER • 2014	
•		Code: 4110502 Date: 19-06-2014	
_		lame: Effective Communication Skills	
		30 pm - 05:30 pm Total Marks: 70	
Instru		:: Attempt all questions.	
		Make suitable assumptions wherever necessary.	
	3.]	Figures to the right indicate full marks.	
Q.1	(a)	Describe in detail the barriers of communication	07
Q.1	(b)	Explain Communication and its process.	07
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Q.2	(a)	Explain the various non-verbal communications.	07
	(b)	Discuss reading as an interactive skill.	07
		OR	
	(b)	Explain critical reading strategies.	07
Q.3	(a)	Explain the importance of effective communication.	07
Q.S	(b)	Explain listening and the characteristics of a good listener	07
	(2)	OR	0,
Q.3	(a)	Fill in the blanks with appropriate words given in the brackets:	07
		i. Not only he was robbed but murdered (also/ hence)	
		ii. He has been working here 2007. (since/ for)	
		iii. I have been teaching in the college many years. (since/ for)	
		iv. Mr. Sharma is MA, B.Ed. (a/ an)	
		v. I saw European. (a/ an)	
		vi. You respect your parents. (should/ can)	
		vii. I told him that I come the next day. (will/ would)	
	(b)	Fill in the blanks with appropriate words given in the brackets:	07
	` ´	i. Discussion with in friends is a kind of communication.	
		(formal/informal)	
		ii. Memos or letters are the form of communication.	
		(written/ oral)	
		iii is interference in the message sent and message received.	
		(channel/ noise)	
		iv. Communication is a process. (one way/ two way)	
		v. Receiver is the person who the message. (encodes/ decodes)	
		vi is one of the physical barriers in communication (noise/	
		status of people)	
		vii. Colors are one kind of communication. (verbal/ non-verbal)	
0.4	(-)	Discuss strategies to make mading officialist	ΩF
Q.4	(a) (b)	Discuss strategies to make reading effective. Explain the writing process.	07 07
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Q.4	(a)	Fill in the blanks with appropriate words given in the brackets: i. When a manager writes an order to his employees it is called	07
		ii. When a teacher writes an application to the principal for an increment	
		it is called communication. (upward/ downward) iii. When a teacher addresses his students in a classroom, it is a form of communication. (formal/ informal)	
		iv. A company secretary writing to the managing director of his own company is called communication. (internal/external)	
		v. Onlycommunication is considered a legal proof. (written/ oral)	
		vi. The sign denoting a bump ahead on the road is a form of communication. (verbal/ non-verbal)	
		vii. Hearing without understanding is called listening (active/passive)	
	(b)	Fill in the blanks with appropriate words given in the brackets: i. You should read theanswer for preparation of exam. (whole/ hole)	07
		ii. Ashoka was Indian emperor. (a/ an)	
		iii. I asked him he lived. (why/ where)	
		iv. They made fun him. (of/ at)	
		v. All the students congratulated me my success. (on/ in)	
		vi. Never laugh the poor (in/ at)	
		vii. The peon ringing the bell when I entered the school. (was/ is)	
Q.5	(a) (b)	What is vocabulary and explain its types. Explain the difference between active and passive listening. OR	07 07
Q.5	(a)	Hummingbirds are amazing little birds. They are the smallest of all birds and weigh less than even a penny. The Bee Hummingbird, at barely more than two inches long, is the smallest bird in the world!	07
		Unlike most birds, hummingbirds have iridescent feathers. Iridescent feathers glitter and shine in the sun. Hummingbirds are often dazzling combinations of greens and reds or greens and blues. Others are violet, orange, golden, silver or other combinations only Mother Nature could dream up. All hummingbirds have long bills to insert into flowers. Some hummingbirds have special bills to fit in specific flowers. Hummingbirds are the only birds that can fly backwards.	
		Hummingbirds are also unique among bird species in that they drink nectar from flowers. You can attract hummingbirds to your yard with special feeders that are filled with sugar water. These feeders are usually bright red in color because hummingbirds are attracted to red. Read the above paragraphs and answer the following questions: 1. What color are the most humming bird feeders a. Green b. White	
		c. Golden	
		d. Red	
		2. Compared to other birds humming birds are	

- a. Heavier
- b. Lighter
- c. Larger
- d. About the same size
- 3. Humming birds eat _____
 - a. The story doesn't say
 - b. Berries
 - c. Flower nectar
 - d. Insects
- 4. Humming birds are the only birds that _____.
 - a. can fly backward
 - b. will come to bird feeder
 - c. are green
 - d. are small
- 5. To attract humming birds to your yard, put up the feeder with ____ in them
 - a. Seeds
 - b. Berries
 - c. Sugar water
 - d. Flowers
- (b) A woodpecker is a kind of bird. Woodpeckers are found all over the world of except in the North and South poles, Australia, and New Zealand. There are over 200 different kinds of woodpeckers. The two largest woodpeckers, the Imperial Woodpecker and the Ivory-billed Woodpecker are most likely extinct. Animals that are extinct are no longer found on Earth.

Woodpeckers have sharp bills for drilling into wood, and short, stiff tails which help prop them up against tree trunks and branches. Woodpeckers also have very long tongues, which help them get at insects deep within trees. Woodpeckers are often heard drumming loudly on trees before they are seen. Woodpeckers can even become pests if they learn to drum on siding of a house.

Woodpeckers can easily be attracted to backyard bird feeders with sunflower seeds or suet. Suet is a kind of animal fat that is very tasty to woodpeckers and other birds.

Read the above paragraphs and answer the following questions:

- 1. Why do woodpeckers have long tongues?
 - a. To get an insect within trees
 - b. To eat seeds
 - c. To get an insect on ground
 - d. So they can drum on trees
- 2. Why do woodpeckers sometimes become pests?
 - a. When they eat suet
 - b. When they become extinct
 - c. When they visit feeders
 - d. When they drum on houses

- 3. Woodpeckers are often......
 - a. Seen before they are heard
 - b. Found in Australia
 - c. Found in North Pole
 - d. Heard before they are seen
- 4. The two largest woodpeckers in the world are.....
 - a. pests
 - b. most likely no longer on earth
 - c. found all over the world
 - d. normally found at bird feeders
- 5. Which is not true about woodpeckers?
 - a. They are only found in a few places in the world.
 - b. They have short, stiff tails
 - c. They will come to bird feeders
 - d. Woodpeckers like suet
