Seat No.:	Enrolment No
Seat No.:	Enrolment No

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (INTEGRATED) - SEMESTER - 1 • EXAMINATION - WINTER - 2016

Subject Code:4110502 Date: 15/12/2016 **Subject Name: Effective Communication Skills** Time: 10.30 a.m. to 01.30 p.m. **Total Marks: 70** Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 Define the communication process. Also explain it with the help of schematic 07 (a) representation. **(b)** Explain the strategies for overcoming the different barriers for communication. 07 Differentiate between listening and hearing. Give traits of good listener. **Q.2** (a) 07 What is more important, Verbal or non verbal communication. Justify your stand 07 **(b)** with proper reason. OR What are the barriers to effective listening. **(b) 07** 0.3 Explain by giving examples of Stress and Intonation. **07** (a) Read the following text and answer the questions given below: 07 **(b)** Psychology is the study of human behaviour of how people behave and why they behave in just the way they do. Its chief purpose is to know more about human nature and human activity. In the past psychology was defined as the science of soul or mind but it is not possible to have any direct knowledge of the soul of mind. Whole behaviour is objective and can be observed, both soul and mind are just assumptions, and even if we agree that they are justifiable assumptions, they cannot be observed and are not a proper object of scientific study. Later psychology was defined as the science of consciousness or conscious experience, but nobody has been able to say what makes us conscious of things and people around us, and in any case there are a number of things an individual does without being aware of them. Many people bite their nails or move their heads and are surprised when their attention is drawn to these acts. They perform them unconsciously. Besides anybody"s experiences his own private and personal world into which others cannot enter. It is known directly only to him who has that experience. But a person"s behavior is open to everybody to observe, it can be directly studied and it is better to confine the study of psychology to behaviour alone, to those activities of the individual which can be observed, compared and analyzed by all. It is a systematic study of all that man does in response to his world of things and persons. 1) Find the words from the passage that are similar in meanings to the following: (2) (a) character (b) guesses (c) individual (d) orderly 2) . State whether the following statements are true or false: (2) (a) In the past psychology was defined as the science of body. (b) Behavior is objective and can be observed. (c) Many people bite their nails consciously. (d) Psychology is the systematic study of human behavior Answer the following questions: (3) 3) How is psychology defined? 4) How did people define psychology later?

		5) Can a person"s behavior be observed directly? If so how? OR		
-	(a) (b)	Explain the importance of communication in student's life. Read the following text and answer the questions given below: Nowadays schools and colleges have become the abode of indiscipline. Everybody knows that students have become undisciplined. At the time of examination police are called. Who will be happy when he sees a policeman standing at the gate with a stick in his hand? One is tempted to ask, "What is the use of this education where policemen are needed for conducting examinations?"	07 07	
		The aim of education is to wipe out the existence of the force. When a father sends his son to school, does he think that his son will become a thief? So it is not an irony that parents spend money to see students thieves who copy in the examination hall at the point of a knife, stick, khukuri, pistol or bayonet are no better than robbers. Can any father be happy when he sees this?		
		The cause of such indiscipline is that students don't read and teachers don't teach. Generally, in many places inefficient teachers are appointed by the authorities on the basis of recommendation. Sometimes they select inefficient hands to pay less. The result is that the schools and colleges play with the lives of the young students. Among teachers, there is friction. Sometimes principals harass teachers and sometimes teachers unite against them. The result is that schools/colleges which are the Viddya Mandir become places of petty party politics.		
		Another cause is that schools and colleges are over-crowded. Ill-fed, ill –clothed and tuition hunter teachers are there to teach. Papers are out. Students are tempted to go to the safest way of tuition. When there is no work, indiscipline comes in. An idle man's mind is the devil's workshop. ***********************************		
		1) From the passage find the words which mean: (a) the place where somebody lives (b) minor (c) lured (d) the strange aspect of situation 2) What is the main cause of indiscipline in schools and colleges? (1) 3) What types of students are called thieves? (1) 4) Why is the security force managed at the exam centers? (1) 5) Mention the meaning of "An idle man"s mind is the devil"s workshop". (2)		
Q.4	(a) (b)	Explain the techniques for a good comprehension skills What are the different purpose of reading? OR		
Q.4	(a) (b)	Explain in detail the skimming and scanning as a reading techniques. Reading is an art. Explain how one can develop this as an art.		
Q.5	(a) (b)	What are the steps in developing a paragraph? Develop a complete paragraph of 200 words on "The Internet is fast becoming the communication tool of choice." OR	07 07	

transport will face serious problems. "

Q.5

(a)

(b)

Explain the different type of punctuation marks along with their examples.

Develop a complete paragraph of 200 words on "In coming decades road

07

07