

**GUJARAT TECHNOLOGICAL UNIVERSITY****MAM - SEMESTER-I • EXAMINATION – WINTER 2013****Subject Code: 4110502****Date: 17-12-2013****Subject Name: Effective Communication Skills****Time: 10:30am – 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 barriers to communication and its types. **07**
- Q.2** (a) What are Lexical Items? List the common types of lexical items with examples. **07**
- (b) What is a Conversation? Give the Steps to improve social conversation skills. **07**
- OR**
- (b) Differentiate between active and passive listening **07**
- Q.3** (a) Differentiate between listening and hearing. What are the strategies to effective listening? **07**
- (b) Discuss the different components of spoken English and written English. **07**
- OR**
- Q.3** (a) What are the types of reading? Discuss various steps to improve reading skills. **07**
- (b) What do you understand by Brainstorming and discuss its advantages. **07**
- Q.4** (a) Discuss the most commonly used techniques for paragraph development. **07**
- (b) Write a short note on “Skimming and Scanning” as reading techniques. **07**
- OR**
- Q.4** (a) Explain the importance of Tone in the spoken English. Give suitable examples, which justify the same. **07**
- (b) List down precautions to be taken during self-introduction. Give suitable examples. **07**
- Q.5** (a) List the different types of Texts and explain. **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) Discuss the Stages of the Writing Process. **07**

\*\*\*\*\*