Sea	ıt No.:	GUJARAT TECHNOLOGICAL UNIVERSITY	
Su Ti	bject	MAM - SEMESTER-I • EXAMINATION – WINTER • 2014 Code: 4110502 Date: 24-12-2014 Name: Effective Communication Skills 0:30 am - 01:30 pm Total Marks: 70	
	1.	Attempt all questions. Make suitable assumptions wherever necessary.	
Q.1	(a)	Define Communication. Explain the communication process in detail.	07
	(b)	Explain the formal and informal network of communication.	07
Q.2	(a)	State the difference between verbal and nonverbal communication.	07
	(b)	What is noise? Discuss intrapersonal, interpersonal and organizational noise.	07
		OR	
	(b)	Explain the barriers of communication.	07
Q.3	(a)	Write the differences between active listening and passive listening.	07
	(b)	Write short note on:	07
		1. Sound Discrimination.	
		2. Lexical Items.	
		OR	
Q.3	(a)	How to accept and decline invitation orally?	07
	(b)	Write a brief note on Discourse makers.	07
Q.4	(a)	What are the main purposes of reading?	07
	(b)	'Cohesive devices' explain in detail.	07
		OR	
Q.4	(a)	What are the differences between spoken English and written English?	07
	(b)	Explain different types of texts.	07
Q.5	(a)	Discuss the five steps of the writing process.	07
	(b)	How to greet and introduce oneself before starting conversation with unknown person?	07
		OR	
Q.5	(a)	While apologizing and asking for the information what should be considered?	07
	(b)	What is Punctuation? Give few examples to explain punctuation.	07
