

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA SEM-I Examination- Jan.-2012

Subject code: 2610005**Date: 06/01/2012****Subject Name: Communication Skills (CS)****Time: 10.30 am-1.00 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)** Do as directed : **07**
- (i) Give one word for the following : a post without remuneration, grid for data display
 - (ii) Add prefixes to the following words to produce their antonyms : symmetrical, moral
 - (iii) Fill in the blanks by choosing the correct homophone :
 - (1) Your opinions will not _____ my decision. (affect, effect)
 - (2) I would _____ extreme caution. (advise, advice)
 - (iv) Join the following pairs of sentences with suitable conjunctions :
 - (1) He remains cheerful. He has been wounded.
 - (2) The captive fell down on his knees. The captive pleaded for mercy.
 - (v) Add suffix to the following words in consonance with the meanings given against them :
 - (1) Gene _____ : the science of heredity
 - (2) Bio _____ : the study of living beings
 - (vi) Fill in the blanks with suitable comparative adjectives :
 - (1) Pluto is the _____ (far) planet in the solar system.
 - (2) Cast iron is _____ (durable) than aluminium.
 - (vii) Select the correct form of the verb and fill in the blanks :
 - (1) Mohan as well as his friend _____ guilty. (is, are)
 - (2) A hundred kilometers _____ good distance. (is, are)
- (b)** What are the various modes of delivery used for making presentations? Explain the advantages and disadvantages of each. **07**
- Q.2 (a)** Explain the different modes of communication. **07**
- (b)** Imagine yourself to be the instructor of a course in which 60 students have registered. Draft an email to be sent to all the students asking them to select a topic of their choice and prepare for a professional presentation of 10 minutes duration. **07**
- OR**
- (b)** You want to open a new bank account with a particular nationalized bank. Draft a letter to the bank manager for the same along with the necessary documents. **07**
- Q.3 (a)** What is a press conference? Explain the guidelines for effective press conference. Also, explain how to handle a press conference effectively. **07**
- (b)** Write a short note on Posture. **07**

OR

- Q.3 (a)** What are the different types of job interviews? What are skills and attributes most employers look for in prospective employees? **07**
- (b)** State and explain the various levels of communication. **07**
- Q.4 (a)** State the etiquettes one must follow while making telephonic calls. **07**
- (b)** What do you understand by persuasive speaking? State why speakers need to persuade. Also explain in brief the factors that lead to effective persuasion. **07**
- OR**
- Q.4 (a)** What are the objectives of conducting meetings? What are the preparations required for conducting a meeting? **07**
- (b)** What are various techniques used by technical writers for effective writing? **07**
- Q.5 (a)** Why is group discussion important in the recruitment process? Explain the characteristics, evaluation and analysis of group discussion. **07**
- (b)** State and explain the different categories of reports. **07**
- OR**
- Q.5 (a)** What is dissertation? Explain the structure of a dissertation. **07**
- (b)** State and explain the factors affecting the choice of technology in communication. **07**
