Seat No.: _____ **Enrolment No._____**

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA SEM-II Examination- Dec.-2011

Subject code: 620008 **Date: 22/12/2011**
Subject Name: Communication Skills
Time: 02.30 pm-05.00 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**
(1) The word 'Communication' is derived from Latin word_____ .
(2) Slumped posture shows low spirit of the speaker. (True/False)
(3) Give any one type of gesture use for effective presentation.
(4) Minutes are building before the meetings. (True/False)
(5) Give any one type of layout used in business letters.
(6) Posture, Gesture and Facial expression altogether known as _____.
(7) Which type of listening generally done by students in the class-room?

(b) What are the levels of communications? Explain the organizational and mass communication in detail. **07**

Q.2 **(a)** What is noise? Explain the intrapersonal barriers in detail. **07**

(b) What are the new technologies you can use in the communication? Discuss the criteria for selecting the technology oriented communications. **07**

OR

(b) How can you organize the contents for your presentation? Explain with example. **07**

Q.3 **(a)** What is difference between Exit interviews and Evaluation interviews? Give the important tips for job interview. **07**

(b) List out the major forms of group communication? Explain how you can get success in the group discussion for job. **07**

OR

Q.3 **(a)** What kind of planning, preparation and procedure require for arranging the good conference at your place? **07**

(b) What are the effective techniques for good sentence construction? Discuss with example. **07**

Q.4 **(a)** As a sales manager of Modern Hardware Solution, CG Road, Ahmedabad, write a sales letter to all the principals of computer and IT engineering colleges in your state to promote the sales of a Laptops by pointing out its features and facilities. **07**

(b) What is précis writing? What are the qualities essential in précis writing? Give the steps for effective précis writing. **07**

OR

Q.4	**(a)**	Draft the Job Application Cover Letter in response to Modern Information System, Mahatma Gandhi Road, Mumbai required Data Base Administrator (DBA) for its software division by assuming that you have all required qualification and experience.	**07**
	(b)	What are the advantages and disadvantages of E-mails? Also write the E-mail etiquettes.	**07**
Q.5	**(a)**	What is Research Paper? Describe characteristics and components of Research Paper.	**07**
	(b)	What is the use of Memos? Discuss the structure and layouts of Memos.	**07**

OR

Q.5	**(a)**	What are the elements of well-formed User's Manuals? Explain with example.	**07**
	(b)	Give the characteristics of report and discuss the data collection techniques for report preparation.	**07**

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