

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-I • EXAMINATION – SUMMER 2013

Subject Code: 2610005

Date: 17-06-2013

Subject Name: Communications Skills

Time: 10:30am to 13:00pm

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)** Answer the following:
- 1 Draw the block diagram of process of communication and explain its components. **04**
 - 2 What is the significance of mass communication? What should be characteristics of this type of communication? **03**
- (b)** Explain the following terms in brief: **07**
1. Extemporaneous
 2. Extra personal Communication
 3. Brain Storming
 4. Jargons
 5. Copyright
 6. Thesaurus
 7. Dissertation
- Q.2 (a)** Explain the importance of paralinguistic in communication giving example. **07**
- (b)** Write a note on characteristics of language **07**
- OR**
- (b)** Differentiate between active listening and passive listening. **07**
- Q.3 (a)** List group discussion techniques and explain the Delphi technique of Group Discussion. **07**
- (b)** Write a short note on usage of technology in delivering a presentation. **07**
- OR**
- Q.3 (a)** Explain the steps for conducting a meeting. **07**
- (b)** Explain the common factors due to which a candidate may fail in interview. **07**
- Q.4 (a)** Describe the following characteristics of language to be used in technical writing along with example. **07**
1. Clarity
 2. Positive Approach
- (b)** What is the significance of reports? Differentiate between oral and written reports. **07**
- OR**
- Q.4 (a)** List and explain the components of a research paper. **07**
- Q.4 (b)** Write a note on Email Etiquettes **07**

- Q.5 (a)** Write a cover letter to apply for the job of software engineer, advertised by ABC Software's in Times of India dated 13th April 2012. **07**
- (b)** Explain the following terms giving one example of each. **07**
1. Noun
 2. Pronoun
 3. Verb
 4. Adverb
 5. Preposition
 6. Conjunction
 7. Article

OR

- Q.5 (a)** Write a promotional sales letter to Mr. Patel your existing customer about the arrival of new Micromax tablets. **07**
- (b)** 1. Fill in the blanks with suitable comparative adjectives: **04**
- i. Steel is _____ (durable) than aluminum.
 - ii. A day in winter is slightly _____ (small) than a day in summer.
 - iii. Gold is _____ (cheap) than diamond.
 - iv. Few classes are more _____ (interest) than the communication class.
2. Fill in the blanks with suitable preposition: **03**
- i. He jumped ____ the train as it was about to leave.
 - ii. The bus ran ____ the bike.
 - iii. The luggage is to be kept ____ the luggage compartment.
