GUJARAT TECHNOLOGICAL UNIVERSITY MCA - SEMESTER- I • EXAMINATION – SUMMER 2015

Subject Code:2610005 Date:14/0				
Subject Name: Communication Skills Time:10:30 am - 01:00 pm Total Mar Instructions:				
	2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(b) 1	Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement. Answer the following: Justify that language is artificial. Explain how religion and belief is an important element in cross cultural	07 07	
	4 5 6	communication. Define homonyms and give one example of your choice for the same. Define homophones and give one example of your choice for the same. Discuss demographics with reference to technical writing. Write an expansion for the following acronyms: FITB and ROFL. Give one instance where passive voice can be used.		
Q.2	1 2 3 4 5 6	Fill in the blanks with appropriate form of verbs given in the bracket. He joined us 10 years ago and he still (work) for us. Perhaps we (visit) Kolkata next year. She (is) unconscious since morning. Cotton (catch) fire easily. The principal (want) to speak to you. Two and two (make) four. Go down this road, (turn) left, and the road leads to the industrial area. Explain in detail the components of research paper. OR	07 07	
	(b)	Discuss in brief different classification/ categories of reports.	07	
Q.3	· /	Answer the followings: List etiquette for telephonic conversations. List guidelines for addressing press conference in effective and efficient manner. Compare different forms of group communication based on purpose/objectives and structure.	4 3 07	
		OR		
Q.3	(a) (b)	Explain in brief the evaluation components for candidates in GD. Discuss different types of interview based on objective and nature.	07 07	
Q.4	(a) (b)	Your institute is going to organize a national conference on ÷cloud computingø Prepare and plan for the conference as a student president of your college. What are the five important aspects to be considered while planning for your class presentation?	07 07	
0.4	(a)	OR Discuss the modes of delivery that you can use for making your class	07	
Q.4	(a)	Discuss the modes of delivery that you can use for making your class presentation along with one merit and demerits of each.	07	

- (b) Diagrammatically represent formal and informal communication network. 07
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- 10 **Q.5 (a)** TechnoExperts is a leading IT company looking for system analyst with MCA years of experience for degree and 3 their either of Ahmedabad/Surat/Rajkot/Bhuj location. Apply for the above post with your resume to HR managers mentioning preference for choice of location.
 - (b) Discriminatory writing should be avoided. Justify with reference to technical 03 writing.

OR

- Q.5 (a) Apple has launched iPhone 5C and 5S. You are the authorized partner with apple for sales. Write a sales promotion letter to your esteemed customers for the promotion of above products.
 - (b) Discuss classifications of speaking based on different occasions to serve 07 different purposes.
