S	eat No	o.:	Enrolmen	t No	
			GUJARAT TECHNOLOGICAL UNI	VERSITY	
			MCA- I st SEMESTER–EXAMINATION – MAY/JUN	VE - 2012	
Su	bject	cod	e: 2610005	Date: 02/06/2012	
Su	bject	t Nan	ne: Communication Skills		
Ti	me: (2:30	pm – 05:00 pm	Total Marks: 70	
In	struc	ction	s:		
	1. A	ttemp	ot all questions.		
			suitable assumptions wherever necessary.		
	3. F	igure	s to the right indicate full marks.		
Q.1	(a)	Do a	s directed:		07
		(i)	Give one word for the following : one who walks on origin of words	foot, a study of the	
		(ii)	Make nouns from the following words: hospitalize, arr	ive	

(iii) Identify the pairs of homophones : one word means permitted; the other

Add prefixes to the following words to produce their antonyms:

means audible

inhibited, rational

(iv)

(v)

07

Fill in the blanks with the suitable comparative adjectives: (1) Sodium is _____ (much) reactive than gold. (2) Cars are _____ (safe) than motorbikes. (vi) Use proper articles in the sentences given below: (1) Today _____ European came to my office. (2) Japanese is _____ easy language. (vii) Fill in the blanks with suitable prepositions: (1) I'll see you home when I get there. (2) Rahul comes to work by car, but I prefer to come _____ foot. (b) "Communication is the process of sending and receiving information." Explain 07 the communication process using schematic representation. **07**

Explain the various modes of communication flow in an organization. Q.2

A reputed IT company is looking for software professionals. MCA/Engineering graduates with 1 to 4 years of experience in IT organizations and with extensive exposure to design, development, and testing will be preferred. Proven experience in any one of the following is essential: Web Techologies (Java, EJB, J2EE, JSP), Microsoft Technologies (VB.NET, ASP.NET, IIS, VC++), or Multimedia (Photoshop, Illustrator, Flash, Dreamweaver). Please mail your and Technology in the resume stating Role subject line, to: career@wisetechsolutions.com.

OR

- (b) Assume that you are the Purchase Manager of Alpha Engineering Company, Salt 07 Lake City, Kolkatta. Your company sent an order for 5 HP printers to Technovision Systems Ltd., Electronics City, Bengaluru – 560 103 on 8th May 2012, but you received only 2 scanners. Write a letter to S. Rameshan, the GM (Sales and Marketing) of TSL making a complaint and asking him to send the remaining 3 printers.
- Q.3 (a) What are the situations that involve public speaking? Explain in brief the 07 guidelines for effective public speaking.
 - (b) How can visual aids enhance technical communication? What points should be 07 borne in mind while using visual aids?

OR

Q.3	(a) (b)	State and explain the four modes of delivery used for making presentations. Also discuss their advantages and disadvantages.	07
Q.4	(a)	What does a prospective employer expect from the interviewee? What preparations must the interviewee do before appearing for a face-to-face job interview?	07
	(b)	State and explain the different types of reports based on their purpose. OR	07
Q.4	(a)	What is a research paper? Distinguish between research paper and dissertation.	07
	(b)	Discuss the positive impact that technology-oriented communication creates in business organizations.	07
Q.5	(a)	Write a short note on Proxemics.	07
	(b)	Explain the different techniques of organizational group discussion.	07
		OR	
Q.5	(a)	Discuss the merits and demerits of assertive communication.	07
	(b)	What is negotiation? Explain the six-steps involved in negotiations.	07
