Seat No.:_____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA SEMESTER–I • EXAMINATION – WINTER • 2016

Subject Code: 2610005 **Date:10/01/ 2017**

Subject Name: Communication Skills

Time:10.30 AM TO 01.00 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)** 1) Give one word for : 1) Grid for data display 2) Proper way to use the Internet **07**

2) Give homophones of following words: 1) know 2) none

3) Add suffixes to the following words to produce their adjectives:

1) work 2) suit

4) Add prefixes to the following words to produce their antonyms:

1) approve 2) advantage

5) Join the following pairs of sentences with appropriate conjuctions.

1) We eat apples. We remain happy.

2) I didn't get the job. I had all the necessary qualifications.

6) Change the voice of the following sentence:

1) Mom read the novel in one day.

7) Fill in the blank with appropriate forms of the verb given in the bracket:

He joined us 12 years ago and he still _____ (work) for us.

(b) What do you mean by communication? Explain the different elements of cross-cultural communication. **07**

Q.2 **(a)** List and explain the different levels of communication. **07**

(b) Draft a job application letter in response to following advertisements: **07**

Safe Insurance Company seeks personable, college-trained person to manage office of five employees. People skills and good communication ability a must. Knowledge of office procedures and Word processing essential. Send application within 10 days to Human Resource Office, P.O.Box 719, Kanpur.

OR

(b) As the Sales Manager of a company, draft a reply which has to be sent in the form of an email to a customer who has complained about product. Invent necessary details. **07**

Q.3 **(a)** What are the five important aspects to be considered while planning for your presentation? **07**

(b) List and explain the different types of interviews. **07**

OR

Q.3 **(a)** List the various forms of group discussion. Explain the significance of body language in group communication. **07**

(b) What are the various elements of style? Explain economy of words. **07**

Q.4 **(a)** What is the importance of an email in modern communication? Explain the advantages and limitations of an email. **07**

(b) Discuss various types of reports. **07**

OR

Q.4 **(a)** List and explain the various components of a research paper. **07**

(b) Explain the structure of theses. **07**

Q.5 **(a)** List the responsibilities of the chairperson towards making a meeting effective. Explain the formal minutes technique with example. **07**

	(b)	Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement.	**07**

OR

Q.5	**(a)**	What do you mean by negotiation? Describe the basic steps of negotiation.	**07**
	(b)	Discuss the negative effects that technology-oriented communication creates in organizations.	**07**

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