

GUJARAT TECHNOLOGICAL UNIVERSITY
M.C.A.- SEMESTER – II • EXAMINATION – WINTER 2012

Subject code: 620008**Date: 28-12-2012****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) 1. Explain the communication cycle with diagram. **04**
 2. Explain Extra-personal, Intrapersonal and Interpersonal communication with examples. **03**
- (b) 1. What do you mean by non-verbal communication? Describe various postures with their meanings. **04**
 2. Describe the word Grape-vine as informal communication. Explain its advantages in business. **03**
- Q.2** (a) Explain importance of writing résumé in job application. Discuss standard parts of a résumé. **07**
 (b) Explain the merits and de-merits of technology enabled communication **07**
- OR**
- (b) What is meant by barriers to communication? Explain intrapersonal barriers to communication. **07**
- Q.3** (a) What visual aids can be used in presentation? Explain the four modes of delivery used for making presentations. **07**
 (b) Explain different types of interviews. **07**
- OR**
- Q.3** (a) Mention the qualities of a good listener. **07**
 (b) Explain the difference between instruction manual and technical description. **07**
- Q.4** (a) What is reading comprehension? What are the reasons for poor comprehension? **07**
 (b) What is paragraph development? Discuss the techniques for paragraph development. **07**
- OR**
- Q.4** (a) As the Purchase Manager of Ekta Engineering Co., M.G. Road, Ahmedabad, you placed an order for 20 HP Printer to Electronics Systems Limited, S.G. Road, Bangalore-560 100. You received only 10 printers. Write a letter to General Manager (Sales & Marketing) of ESL, making a complaint and asking him to send the remaining goods immediately. (Use block layout format) **07**
 (b) What is the use of technical proposal? Explain various elements of technical proposal. **07**
- Q.5** (a) Write short notes.
 1. Meetings **04**
 2. Group Discussion as a process of recruitment **03**
- (b) What is the use of memo? Describe various parts of Memo. **07**

OR

Petroleum products such as gasoline, kerosene, home heating oil, residual fuel oil, and lubricating oils come from one source—crude oil found below the earth’s surface, as well as under large bodies of water, from a few hundred feet below the surface to as deep as 25,000 feet into the earth’s interior. Sometimes crude oil is secured by drilling a hole into the earth, but more dry holes are drilled than those producing oil. Either pressure at the source or pumping forces crude oil to the surface.

Crude oil wells flow at varying rates, from about ten to thousands of barrels per hour. Petroleum products are always measured in forty-two-gallon barrels.

Petroleum products vary greatly in physical appearance: thin, thick, transparent, or opaque, but regardless, their chemical composition is made up of only two elements: carbon and hydrogen, which form compounds called hydrocarbons. Other chemical elements found in union with the hydrocarbons are few and are classified as impurities. Trace elements are also found, but in such minute quantities that they are disregarded. The combination of carbon and hydrogen forms many thousands of compounds which are possible because of the various positions and unions of these two atoms in the hydrocarbon molecule.

The various petroleum products are refined by heating crude oil and then condensing the vapors. These products are the so-called light oils, such as gasoline, kerosene, and distillate oil. The residue remaining after the light oils are distilled is known as heavy or residual fuel oil and is used mostly for burning under boilers. Additional complicated refining processes rearrange the chemical structure of the hydrocarbons to produce other products, some of which are used to upgrade and increase the octane rating of various types of gasoline.

Questions:

1. How is crude oil brought to the surface?
2. What are the principal components of all petroleum products?
3. What is heavy oil?
4. What is the measurement of petroleum products?
5. How the petroleum products are refined?

- (b)** Explain the seven ‘C’s of communication.
