Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER–I • EXAMINATION – WINTER 2013

Subject Code: 2610005 **Date: 26-12-2013**

Subject Name: Communications Skills

Time: 02:30 pm TO 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)** Explain the following terms in brief: **07**

1. Proxemics
2. Grapevine
3. Symposium
4. Parley
5. Cliches
6. Jargons
7. Memo

(b) State whether following statements are true or false. Justify your answer: **07**

1. Since language is recursive in nature the user can produce innumerable sentences.
2. There is no difference between general purpose communication and technical communication.
3. Dressing in bright colors for an interview is appropriate.
4. An interview is an opportunity to find out more about a prospective employer.
5. It is not necessary to strictly follow the sequence of agenda items while discussing them in meeting.
6. There is no defined order of writing different elements of a research paper.
7. Conferences organized in a business enterprise promote the executives' organizational and analytical capabilities.

Q.2 **(a)** Answer the following:

1 Explain the importance of Kinesics in communication giving example. **04**

2 Draw diagrams to represent communication networks. **03**

(b) Explain the barriers of communication specific to speaking. **07**

OR

(b) Based on different occasions of communication, Classify speaking and explain each in detail. **07**

Q.3 **(a)** Explain the steps of planning and preparing for the conference. **07**

(b) Write a short note on nuances of delivering a presentation. **07**

OR

Q.3 **(a)** List group discussion techniques and explain the Brainstorming Technique of Group Discussion. **07**

(b) Write a short note on effective use of visual aids in presentation. **07**

Q.4 **(a)** Describe the following characteristics of language to be used in technical writing. **07**

1. Appropriateness
2. Acceptability
3. Conciseness and Flow

(b) Answer the following:

1 Describe various objectives of Reports. **04**

2 What do you understand by computer conferencing? **03**

OR

Q.4 **(a)** Technical writing must be non-discriminatory in all aspects. Explain the statement giving examples. **07**

Q.4 **(b)** Answer the following:

1 List categories of Reports. Explain any one of them in detail. **04**

2 List three negative effects that technology-oriented communication creates in organization. **03**

Q.5 **(a)** Write a letter to decline the invitation from the organizers of a conference, who had invited you to deliver a session on Effective Speaking. **07**

(b) Explain the following terms giving one example of each. **07**

- Confusable
- Homonym
- Homophone
- Eponym
- Phrasal word
- Synonym
- Antonym

OR

Q.5 **(a)** Write a sales promotion letter to Mr. Shah your existing customer for the arrival of new iPad 4G. **07**

(b) 1. Fill in the blanks with suitable comparative adjectives: **04**

i. Platinum is _____ (costly) than diamond.

ii. Cast iron is _____ (durable) than aluminum.

iii. A day on mars is slightly _____ (long) than a day on earth.

iv. A very few classes are _____ (interest) than communication class.

2. Fill in the blanks with suitable preposition: **03**

i. Is the flight _____ time?

ii. This is the worst earthquake hit area _____ the country.

iii. He held his breadth ____ seven minutes.

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