

**GUJARAT TECHNOLOGICAL UNIVERSITY****MCA - SEMESTER-I • EXAMINATION – WINTER • 2014****Subject Code: 2610005****Date: 03-01-2015****Subject Name: Communications Skills****Time: 10:30 am - 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) Do as directed : 07**
- (i) Give one word for the following: Hardcopy describing the uses and design of hardware, Ratio between actual and mapped distances.
- (ii) Give homophones of following word: feat, saw.
- (iii) Add suffixes to the following words to produce their adjective: quick, mass.
- (iv) Use proper articles in the sentences given below :  
Sherlock Holmes was playing \_\_\_\_\_ violin when the visitor arrived.
- (v) Join the following pairs of sentences with suitable conjunctions :  
(1) Jai saw a dog on the road. He decided to adopt the dog. Jai brought the dog home.  
(2) Marge was late for work. She received a cut in pay.
- (vi) Fill in the blanks with the suitable comparative adjectives :  
(1) Sodium is \_\_\_\_\_ (much) reactive than gold.  
(2) Cars are \_\_\_\_\_ (safe) than bikes.
- (vii) Add prefixes to the following words to produce their antonyms:  
Obedient, Calculate
- (b) Explain different modes of communication. 07**
- Q.2 (a) Write a note on visual aids in technical communication. 07**
- (b) You want to open a new bank account with a bank. Draft a letter to the bank manager for the same along with the necessary documents. 07**
- OR**
- (b) As the sales manager of company, draft a reply which has to be sent in the form of an email to customer who has complained about your product. Invent necessary details. 07**
- Q.3 (a) Explain the paralinguistic features in communication and explain importance of features. 07**
- (b) State the etiquettes one must follow while making telephonic calls. 07**
- OR**
- Q.3 (a) What is Email? Write advantages and limitation of Email. 07**
- (b) Discuss attribute that as a speaker you should own in order to persuade your audience. 07**
- Q.4 (a) What is research paper? State the components of research paper. 07**
- (b) What are the purposes of conducting meetings? What are the preparations required for conducting a meeting? 07**
- OR**
- Q.4 (a) Write a short note on press conference. 07**

- (b) What does a prospective employer expect from the interviewee? What are reasons for failure in interviewee for a face-to-face job interview? **07**
- Q.5** (a) State and explain the different categories of reports. **07**
- (b) (1) Explain communication skills. **04**
- (2) What is the significance of mass communication? What should be characteristics of this type of communication? **03**
- OR**
- Q.5** (a) What is dissertation? Explain the structure of a dissertation. **07**
- (b) What is negotiation? Explain the six-steps involved in negotiations. **07**

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