

GANPAT UNIVERSITY
B. TECH SEM-I EXAMINATION (ME/MC/CIVIL) – DECEMBER-2010
HS 103: Language & Communication Skills

MAXM TIME: 3 HRS

MAXM MARKS: 70

- Instructions: (1) This Question paper has two sections. Attempt both in separate answer books.
(2) Figures on right indicate marks.
(3) Be precise and to the point in answering the descriptive questions.

SECTION: I

- Q.1 (A) Define 'Communication' and discuss its Principles. (06)**
(B) Prepare Brief Notes on the Following. (Any Two) (06)
(1) Letter Head
(2) Signature Block
(3) Enclosure List
- Q.2 Draft the following Business Letters. (Any Two) (12)**
(1) Reply to the inquiry for Computer Peripherals
(2) Purchase Order for Office Furniture
(3) Adjustment to the retailer's complaint for supply of wrong garments
- Q.3 (A) Draft the following Official Letters. (Any One) (06)**
(1) Draft a letter to the appropriate authority drawing his attention towards erratic power cut in your locality and request for corrective measures.
(2) Draw kind attention of the Branch Manager of Axis Bank of your city informing him about change in your correspondence address by way of a letter and request him to update the same in your record.
(B) Make a Draft of Display Advertisement for the following. (Any One) (05)
(1) Promotion of Sale of Lemon Mobiles
(2) Display Advertisement of Bluestar Supreme Air Conditioners

SECTION: II

- Q.4 (A) Define the term Verbal Communication and enlist advantages of Oral Communication. (06)**
(B) Prepare Brief Notes on the Following (Any Two) (06)
(1) Difference between General and Technical Communication
(2) Repetitiveness of Language
(3) Process of Communication
- Q.5 (A) Draft the Following Business Reports. (Any One) (06)**
(1) An Ankieshwar based Textile Company faces frequent strikes by its workers in Bhuj unit. A three member committee was formed to investigate the causes leading to this situation. Draft the report with recommendation to be submitted to Board of Directors.
(2) Quarterly Progress Report for Finance and Marketing Departments under your charge.
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- (B) Make a Draft of Notice, Agenda and Minutes for the following Meetings. (Any One) (06)**
(1) 2nd Meeting of Board of Directors of Sugar Mill.
(2) Quarter-end Meeting of a Construction company.
- Q.6 (A) Draft Speeches to be delivered on the following Occasions. (Any One) (05)**
(1) Draft inaugural address of a General Manager of a media company that he may deliver before staff and invited guests on the occasion of opening a multiplex in Surat.
(2) Draft sample speech that a retiring Branch Manager of a Nationalized bank may deliver during his farewell function.
- (B) Mr. Abhijit Adhvaryu applies for the post of a Senior Software Engineer in a Software (06)**
company. Draft the application on his behalf stating all necessary details.