

GANPAT UNIVERSITY

B. TECH SEM-I CBCS (MC/ME/CIVIL/EE) REGULAR EXAMINATION- NOVEMBER - 2014

2HS103: Communication Skills

MAXM TIME: 3 HRS

MAXM MARKS: 60

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

SECTION: I

- Q.1 'Communication is considered as the backbone of an organization'- keeping in mind this statement throw light on the principles of communication. (10)
- OR**
- When does noise become a barrier in communication? Explain all the organizational barriers in detail. (10)
- Q.2 'Listening is one important skill to create and sustain relations.'- Justify the statement with all the types of listening. (10)
- OR**
- 'Reading makes a full man'- elaborate the statement and discuss all the techniques for effective reading comprehension. (10)
- Q.3 **Do as instructed.** (10)
1. She _____ with an accident last month. (Put appropriate form of the verb of 'to meet')
 2. The _____ is indeed a man of _____. He is quite a nice man.
(Select correct pair of Homophones from the words: *principal/principle/principel*)
 3. The universe is expanding day by day _____ the living conditions are getting degraded.
(but/and/because)
 4. | ðə pen z 'maɪtə ðən ðə sɔ:d | (Rewrite the sentence in normal English script)
 5. Technology _____ (Rewrite the word in phonetic script)
 6. There were _____ winds and _____ rain in the jungle.
(Select appropriate collocations from (heavy/strong/tough/thick))
 7. Give full form of the abbreviations: CPI, PDF
 8. _____ the workers work satisfactorily, they won't get paid this month. (Unless/If/As)
 9. The _____ fought splendidly in the battle the entire _____.
(Select appropriate pair of Homophones from the words: *night/knight/nite*)
 - 10.I _____ talking to you if you don't mind your language.
(Put appropriate form of the verb of 'to stop')

SECTION: II

Q.4 How will you prepare your oral presentation to make it effective? (10)

OR

Write short notes on the following.

1. Positive traits of a participant in group discussion (Do's)
2. Failure factors in job interview

(10)

Q.5 (A) As a purchase manager of a Software company, write a complaint letter to Uniflex Ltd, New Delhi, pointing out the damage after checking the received consignment of Compact Discs. (10)

(B) Safe Insurance Company seeks eligible, college-trained person to manage office of five employees. People skills and good communication ability must. Knowledge of office procedures and computer literacy essential. Prepare resume containing above requirements.

OR

(A) Prepare a committee report regarding ongoing strike of workers at company's helping unit at Bharuch to be submitted in the quarterly board meeting of Zenith Oils Pvt. Ltd. (10)

(B) Draft a display advertisement to promote the sale of Lava Iris Z152 Mobile Phone.

Q.6 Answer the following questions in brief. (10)

1. What is business writing?
2. What are 4 Cs of effective writing?
3. List out the compulsory parts of a business letter.
4. What are the guidelines for drafting a reply letter?
5. What is a 'Body of a business letter'?
6. What are the types of the sources for collection of information for presentation?
7. What are the types of topics for GD?
8. Define the term 'interview'.
9. What are the parameters for audience analysis for presentation?
10. How will you initiate discussion in a GD?

-----**END OF PAPER**-----