

Exam No: \_\_\_\_\_

**GANPAT UNIVERSITY**  
**B. TECH SEM-II (IT/CE/EC/BM&I) REGULAR EXAMINATION**  
**MAY-JUNE-2013**  
**HS 103: Communication Skills**

**MAXM TIME: 3 HRS**

**MAXM MARKS: 70**

- 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** Define Communication' and discuss its Process in detail with diagram (12)  
and examples.

**OR**

**Write short notes on the following.**

- (1) Functions of communication
- (2) Formal Vs Informal Communication
- (3) Language is Recursive

- Q.2** Define 'Noise' and discuss barriers to organizational communication (12)  
with examples.

**OR**

**Write short notes on the following.**

- (1) Difference in background as a barrier
- (2) Causes for poor listening
- (3) Inadequate vocabulary as a factor responsible for failure in communication

- Q.3** Define 'Reading' and discuss various techniques for effective reading (11)  
comprehension with relevant examples.



## SECTION: II

- Q.4** Define 'Job Interview' and discuss the qualities the employer seek in the prospective candidate. (12)

**OR**

**Prepare short notes on the following.**

- (1) Planning for effective oral presentation
- (2) Elements of public speaking
- (3) Knowing about the prospective employer

- Q.5** (1) Send out a written complaint to the dealer for receipt of wrong consignment of summer fashion wears. (12)

- (2) Prepare draft of a display advertisement for attractive destinations in summer couple and family tours

**OR**

- (1) Offer suitable adjustment to the client's complaint for delay in order execution of four wheeler auto-parts.

- (2) Prepare draft of a display advertisement for promoting sale of various flavours of soft drinks.

- Q.6** (1) Draft a committee report for proposed takeover of a small scale chip designing company by Sonata Chips Pvt. Limited. (06)

- (2) Ms. Sonaxi Ray is MBA (Finance) candidate with rich experience. (05)  
Prepare the draft of application with resume on her behalf for submission to the HR Manager of Pune based software Consultancy Company for the post of Senior Finance Manager.

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