

Mozning,

D: 20/05/2014.

Enrollment No: _____

GANPAT UNIVERSITY

B. TECH SEM-II (CE/IT/EC/BM&I/MARINE) REGULAR EXAMINATION- MAY-2014
2HS 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 with diagram and relevant examples. (12)
OR
What is language? Discuss the salient characteristics of language with examples. (12)
- Q.2 What is 'Reading' comprehension? Discuss the various techniques for effective reading comprehension. (12)
OR
Prepare short-notes on the following (12)
1. Modes of Listening
 2. Types of listening according to purpose
 3. Causes of poor listening
- Q.3 (A) How will you plan your presentation to make it effective? (06)
(B) Discuss the various stages of interview process. (05)

SECTION: II

- Q.4 What is business writing? What are its need, functions and significance in the corporate business world? (12)
OR
(A) Prepare the draft of reply to inquiry made by the Purchase Manager of Amtek Engineering, Chhatral who wants to buy spit air-conditioners in bulk. (06)
(B) Offer suitable adjustment to the owner of Kajal Ceramics against their complaint of error in the bill of various purchases made by them. (06)
- Q.5 (A) As a Secretary of Anoop Polymers, Bharuch, prepare the drafts of Notice and Agenda of the 2nd Meeting of Board of Directors. Prepare the minutes of the same meeting too. (08)
(B) Display advertisement for promoting sale of Breeze Fans (04)
OR
As a Chairman of the three member committee, prepare a Committee Report with recommendations for submission to the Executive Committee of Avadhoot Cements Pvt. Ltd., Palanpur for proposed takeover of Baroda based Nihar Cements Pvt. Ltd. (12)
- Q.6 Ahmedabad based Saumya Software Solutions Pvt. Ltd. wants to recruit competent marketing managers for its software product. As Nirbhay Patel, apply to HR Department of the company with resume for careful consideration of your candidature. (11)

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