

GUJARAT TECHNOLOGICAL UNIVERSITY
BArch- SEMESTER– 2 EXAMINATION – SUMMER 2016

Subject Code:1025006

Date: 03/06/2016

Subject Name: Architectural Communication Skills-II

Time: 10.30AM – 12.30PM

Total Marks:50

Instructions:

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Explain the principles of letter writing by using appropriate examples. **05**
(b) What are the secondary components of letter writing? Elaborate in brief. **05**
- Q.2 (a)** Describe the concept of Chronemics by providing examples. **05**
(b) What are the points we have to keep in mind while giving presentation? **05**
- Q.3 (a)** Make the Precise writing of the given passage **05**
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The work of the heart can never be interrupted. The heart's job is to keep oxygen – rich blood flowing through the body. All the body's cells need a constant supply of oxygen, especially those in the brain. The brain cells live only four to five minutes after their oxygen is cut off, and death comes to the entire body. The heart is a specialized muscle that services as a pump. This pump is divided into four chambers connected by tiny doors called valves. The chambers work to keep the blood flowing round the body in a circle. Hearty diseases can result from damage to the heart muscle, the valves or the pacemaker. If the muscle is damaged, the heart is unable to pump properly. If the valves are damaged, blood cannot flow normally and easily from one chamber to another, and if the pacemaker is defective, the contractions of the chambers will become will un – coordinated. Until the twentieth century, few doctors dared to touch to touch the heart. In 1953, all this changed. After twenty years of work, Dr. John Gibbon of USA had developed a machine that could take over temporarily from the heart and lungs. Blood could be routed through the machine, bypassing the heart so that surgeons could work inside it and see what they were doing. The era of open heart surgery had begun.
(b) What preparation is necessary before the interview? **05**
- Q.4 (a)** As the sales manager of LG, zoo beach, Bombay, draft a sales letter to JP Institute of Technology, Noida introducing your newly manufactured LCD projector. **05**
(b) Discuss Group Discussion is a part of Selection process? **05**
- Q.5 (a)** What are the points we have to take care while conducting Group Discussion? **05**
(b) How are visual aids useful in presentation? **05**
- Q.6** State the difference between Group Discussion and seminar. **10**
- Q.7** State the tips for getting success in an interview? **10**
