

Seat No.:\_\_\_\_\_

Enrolment No.\_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA SEMESTER-I • EXAMINATION – WINTER • 2016**

**Subject Code: 2610005**

**Date:10/01/ 2017**

**Subject Name: Communication Skills**

**Time:10.30 AM TO 01.00 PM**

**Total Marks: 70**

**Instructions:**

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

- Q.1** (a) 1) Give one word for : 1) Grid for data display 2) Proper way to use the Internet **07**  
2) Give homophones of following words: 1) know 2) none  
3) Add suffixes to the following words to produce their adjectives:  
1) work 2) suit  
4) Add prefixes to the following words to produce their antonyms:  
1) approve 2) advantage  
5) Join the following pairs of sentences with appropriate conjunctions.  
1) We eat apples. We remain happy.  
2) I didn't get the job. I had all the necessary qualifications.  
6) Change the voice of the following sentence:  
1) Mom read the novel in one day.  
7) Fill in the blank with appropriate forms of the verb given in the bracket:  
He joined us 12 years ago and he still \_\_\_\_\_ (work) for us.
- (b) What do you mean by communication? Explain the different elements of cross-cultural communication. **07**
- Q.2** (a) List and explain the different levels of communication. **07**  
(b) Draft a job application letter in response to following advertisements: **07**  
Safe Insurance Company seeks personable, college-trained person to manage office of five employees. People skills and good communication ability a must. Knowledge of office procedures and Word processing essential. Send application within 10 days to Human Resource Office, P.O.Box 719, Kanpur.
- OR**
- (b) As the Sales Manager of a company, draft a reply which has to be sent in the form of an email to a customer who has complained about product. Invent necessary details. **07**
- Q.3** (a) What are the five important aspects to be considered while planning for your presentation? **07**  
(b) List and explain the different types of interviews. **07**
- OR**
- Q.3** (a) List the various forms of group discussion. Explain the significance of body language in group communication. **07**  
(b) What are the various elements of style? Explain economy of words. **07**
- Q.4** (a) What is the importance of an email in modern communication? Explain the advantages and limitations of an email. **07**  
(b) Discuss various types of reports. **07**
- OR**
- Q.4** (a) List and explain the various components of a research paper. **07**  
(b) Explain the structure of theses. **07**
- Q.5** (a) List the responsibilities of the chairperson towards making a meeting effective. **07**  
Explain the formal minutes technique with example. <http://www.gujaratstudy.com>

- (b) Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement. **07**

**OR**

- Q.5** (a) What do you mean by negotiation? Describe the basic steps of negotiation. **07**
- (b) Discuss the negative effects that technology-oriented communication creates in organizations. **07**

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