

**GUJARAT TECHNOLOGICAL UNIVERSITY****B.E. Sem-II Examination June- 2010****Subject code: 110002****Date: 16 / 06 / 2010****Subject Name: Communication Skills****Time: 02.30 pm – 05.00 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** Explain the term “Communication”. What is communication cycle? **14**  
Explain with figure. Name various levels of communication and explain any three of them. Explain the ‘flow of communication’
- Q.2 (a)** Discuss intrapersonal barriers of communication giving proper examples. **07**  
**(b)** What are interpersonal barriers of communication? Explain. **07**  
Discuss the common reasons for interpersonal barriers.
- OR**
- (b)** Discuss why in organizations, messages have a greater chance of being distorted. **07**
- Q.3 (a)** Define listening. Discuss various types of listening **07**  
**(b)** Discuss fundamentals of effective presentations. **07**
- OR**
- Q.3 (a)** Explain the objectives of interview. Discuss types of interview **07**  
**(b)** What is Group Discussion? Explain. **07**
- Q.4 (a)** As the Purchase Manager Zenith Computers, 26, Ashram Road. Ahmedabad-380007, You had ordered 25 computers from World Vision Computers Limited, Grant Road, Mumbai: 40002. When the consignment arrived, you found some of the computers in the damaged condition. Write a letter of complaint asking for repair replacement or compensation. **07**  
**(b)** What is reading comprehension? Discuss the techniques of good comprehension. **07**
- OR**
- Q.4 (a)** Absenteeism is growing among the employees of your company. You, the Personal Manager, Have been asked by the General Manager of company to study the causes and suggest Solution to check absenteeism. **07**  
**(b)** Write the technical description of Lathe following the guideline such as – naming, defining, describing and illustrating **07**
- Q.5 (a)** Assuming that you have requisite qualification and experience, draft Job application letter in response to the following advertisement. **07**  
“Wanted a plant Manager (operation) in our new factory at Kalol(Gujarat), Engineering Graduate with minimum 5 years experience in manufacturing industries as plant Manager can apply. Salary is negotiable. Apply with particulars to Box-437, The Times of India, Mumbai 40001 latest by 20<sup>th</sup> January.”  
**(b)** Do as directed **07**  
i) The father explained them the exercise.  
(change the voice)  
ii) We all believe that she is in India.  
(change the voice)

- (iii) The listening is as important as ----- (speak) in group discussion.  
(use appropriate form of the verb 'speak')
- (iv) Cotton ----- (catch) the fire easily.  
(choose appropriate form of the verb 'catch')
- (v) Please ----- our sincere apologies.(accept, except)  
(choose appropriate homophone)
- (vi) You will -- ----- your deposit if you cancel the order (lose, loose)  
(choose appropriate homophone)
- (vii) New roads will link the ----- cities of the area. (principle, principal)  
(choose appropriate homophone )

**OR**

**Q.5**

Write short notes on **Any four** of the following:

**14**

- (i) Posture.  
(ii) Layout of a business letter.  
(iii) General and technical communication. Distinguish.  
(iv) Meetings.  
(v) Types of Resume's

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