

**GUJARAT TECHNOLOGICAL UNIVERSITY**

B.E Sem-I/II Examination June-July 2011

**Subject code: 110002****Subject Name: Communication Skills****Date: 21/6/2011****Total Marks: 70****Time: 10:30 am to 1:00pm****Instructions:**

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

- Q.1** (a) Explain communication cycle. Write the various characteristics of language. **07**
- (b) Discuss Formal and Informal communication. Discuss advantages and disadvantages of 'Grapevine.' **07**
- Q.2** (a) Discuss the techniques of paragraph development. Mention the central components of a paragraph. **07**
- (b) Write the importance of visual aids. List the various types of visual aids used in presentation. **07**
- OR**
- (b) Discuss the various forms of Group communication. Explain evaluation components of Group Discussion for selection process. **07**
- Q.3** (a) Wanted a Project Manager at our new factory, Bhavnagar, Gujarat. Engineering graduates with minimum six months experience as Project Manager can apply. Salary negotiable. Apply with covering letter along with suitable resume to Box 264, The Times of India, New Delhi. Latest by 30<sup>th</sup> November 2010. **07**
- (b) Write the objectives, characteristics and formats of Technical Reports. **07**
- OR**
- Q.3** (a) Draft a letter to M/S Apex Electronics Ltd., calling for the illustrated catalogue and Quotations and certain Electronics goods required by your firm. Use Block layout. **07**
- (b) Write the purpose of Reading. Discuss the reasons for poor reading comprehension and list out various techniques of good comprehension. **07**
- Q.4** (a) Bharat Textile Mill, Kanpur, manufactures several kinds of cotton and synthetic clothes. For the last five years there has been a gradual decline in profits owing to various causes including fall in sales. The Managing Director has asked the marketing manager to investigate the causes, make suitable recommendations and submit a report in Memo. Format. (Assume yourself as a Marketing Manager.) **07**
- (b) Discuss the various guidelines for writing a good technical description. **07**
- OR**
- Q.4** (a) As a General Secretary of the students union of your institute, prepare a proposal of setting up a Canteen in the institute's premises. The proposal is to be written in the form of Memo and submitted to the Chairman. **07**

- Q.4 (b)** Do as directed: **07**
- I. Each politician was making false promises. (Change the voice)
  - II. Is the flight \_\_\_\_\_ time. (Use appropriate preposition)
  - III. Everything \_\_\_\_\_ (change) with time (Use proper verb form)
  - IV. I will phone you when she \_\_\_\_\_ (come) back. (Use proper verb form.)
  - V. Over ninety \_\_\_\_\_ of the inhabitants here are given to drinking. (percent, percentage)
  - VI. We made the decision on \_\_\_\_\_ grounds. (moral, morale)
  - VII. The Principal \_\_\_\_\_ (want) to speak to you. (Use proper verb form)

- Q.5 (a)** Write Short Notes on: (any four) **14**
- I. Semantic gap
  - II. Brain storming
  - III. Objectives and types of Interviews
  - IV. Active and Passive Listening.
  - V. Types of Resume
  - VI. Extemporaneous

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