Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY

MCA Integrated SEMESTER-II • EXAMINATION – SUMMER • 2016

Subject Code: 4420604 Date: 02-06-2016						
Time	e: 10	Name: Communication Skills – II (CS-II)  0.30 am To 01.00 pm  Total Marks: 70				
Instru	1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.				
Q.1	(a)	What do you mean communication? Explain the communication cycle with diagram.	07			
	<b>(b)</b>	What are the various modes of communication flow in an organization? Explain with diagram.	07			
Q.2	(a)	How can visual aids enhance technical communication? What points should be born in mind while using visual aids?				
<b>(b)</b>		The Clean Food Products Ltd, Kanpur has decided to provide internet surfing facilities to all its employees. As the Managing Director of this company, draft a memo to be circulated among all the Divisional Heads containing the following details: The location, number of computers to be made available, timings and procedure for lodging complaints if any.				
		OR				
	<b>(b)</b>	Assume that you are the Managing Director of a company dealing with electronic equipment. Inform all your employees about the new community hall which the company is going to inaugurate next week by sending a mail. Highlight the important features of both the hall and the inauguration.	07			
Q.3	(a) (b)					
Q.3	(a)		07			
	<b>(b)</b>	Explain the importance of body language in a group discussion.	07			
Q.4	(a)	As a placement officer of a college, prepare a report regarding the placement details of last 3 years and send it to the director.	07			
	<b>(b)</b>	Explain: Symposia and Seminars.  OR	07			
Q.4	(a)	Discuss briefly the significance of including 'literature review' in dissertations and	07			
	<b>(b)</b>	theses. Explain the merits and demerits of technology enabled communication.  07				
Q.5	(a)	Give one word substitution for following from the given option:	07			
		1) Person who is unable to pay his/her debts (benevolent, bankrupt)				
		2) Top surface of room (deceit, ceiling)				
		3) Shaking and vibration at the surface of the earth (fiscal, earthquake)				
		4) To play for money by betting (hamper, gamble)				
		5) The limited number or amount of people or thing (quarter, quota)				
		6) To take part in an activity (pacify, participate)				
		7) The place where two or more roads or railway meet (junk, junction)				

	<b>(b)</b>	Add p	refixes to the following words to produce their antonyms:	07
		1)	Нарру	
		2)	Able	
		3)	Ethical	
		4)	Professional	
		5)	Behave	
		6)	Educated	
		7)	moral	
			OR	
Q.5	(a)		each sentence and fill in the blank, choosing the correct homophone:	07
		,	Please our sincere apologies (accept, except)	
			Your opinion will not my decision. (affect, effect)	
		,	He is far young to go by himself. (to, too, two)	
		,	She the capitals of every state. (new, knew)	
		,	I would extreme caution. (advice, advise)	
			The new road will link the cities of the area. (principal, principle)	
			He's a man opinion I respect. (who's, whose)	
	<b>(b)</b>	Discus	ss advantages and limitations of email.	07

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**Subject Name: Communication Skills – II (CS-II)** 

Password: management1960