Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA INTEGRATED SEMESTER-II • EXAMINATION: WINTER 2015

Subject Code: 4420604 **Date: 07/12/2015**
Subject Name: Communication Skills - II
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 **(a)** What is communication? Explain levels of communication in detail. **07**

(b) Give one word substitution for the following. **07**

1. Irrational fear of water
2. Direct telephone line for emergency use
3. Filtration process for blood of a patient suffering from kidney failure
4. Fixed or permitted number
5. A game in which no one wins
6. People who work together
7. A study of ancient things

Q.2 **(a)** What is Interview? Explain factors for failure in detail. **07**

(b) Explain forms of group communication in detail. **07**

OR

(b) Explain the criteria considered for selecting an appropriate communication channel. **07**

Q.3 **(a)** List out business letters and explain any one in detail with block layout. **07**

(b) If you are a recent post graduate in science and interested in research, apply for the post of Research Associate in R & D Division. You should be post graduate in mathematics, physics, chemistry, or biology. Apply within 15 days to Manager Research, R & D Division, Wipro Industries, Bangalore. Draft the Job application letter in response to this advertisement. **07**

OR

Q.3 **(a)** How are memos, letters, and emails different from each other? Do they have any similarities? Explain **07**

(b) As a Manager of Sangam Hotel, New Delhi, write a claim letter to the General Manager of Bharat Potteries, Aligarh Road, Bhavanipur, telling him that most of the contents of the china-ware which you had ordered from their firm have reached you in damage condition. Demand replacement or suitable compensation. **07**

Q.4 **(a)** What is Report? Explain categories of reports in detail. **07**

(b) (i) Read the sentence and fill in the blank, choosing the correct homophone. **04**

1. You will _____ your deposit if you cancel the order. (lose, loose)
2. _____ going to the fair tomorrow morning. (Their, They're)
3. New roads will link the _____cities of the area. (principal, principle)
4. He's a man _____ opinion I respect. (Who's, Whose)

(ii) Write two synonyms for following. **03**

1. Be placed
2. Eye-catching
3. Misconception

OR

Q.4 **(a)** Explain types of reports in depth and give the difference between Abstract and Summary. **07**

(b) What is the difference between Research Paper, Dissertation and Thesis? List out components of Research Paper. **07**

Q.5 **(a)** Explain applications of Internet for communication in modern world. **07**

(b) What is Vertical and Horizontal Communication? Explain Communication Networks in detail. **07**

OR

Q.5 **(a)** Depending on the objective and nature which are the types of Interview? **07**

(b) What is Press Conference? Explain its Preparation and process. **07**

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