

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**
