Seat No.: _____

Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) – SEMESTER 01 – • EXAMINATION – SUMMER 2016

Subject Code: 4110502Date: 23-0Subject Name: Effective Communications Skills	
Time: 02.30 pm to 05.30 pm Total Mai Instructions:	rks: 70
 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 	
Q1. (a) Define the term 'Communication.' Explain various socio-psychological be effective communication with help of example.(b) What is 'noise' in communication? Explain the process of communication with diagram.	(07)
Q2. (a) Give reasons why one need to study Lexical items. Explain with help of examp	ole. (07)
(b) What is listening? Which are the various barriers to listening, explain the same OR	e. (07)
(b) Narrate all the types of listening and explain any two in detail with help of exa	mple. (07)
Q3. (a) What is Stress? Explain the two types of stress with help of example.(b) What is conversation? Take an example and explain social conversation skills.OR	(07)
(a) Explain apologizing. How is it different from excusing?(b) Why is agreeing and disagreeing important is English language? Explain the sa help of appropriate example.	(07) ame with (07)
Q4. (a) What you understand by the term reading? Explain the purpose and importance of reading. (07)	
(b) Explain various essential features for paragraphs. OR	(07)
(a) Explain the various stages of writing process.	(07)
(b) What is the importance of a strong vocabulary in English language? Explain	(07)
 Q5. (a) Explain the process of brainstorming. (b) What is the importance of sentence structure in English vocabulary? Explain and compound sentence structure. 	(07) n simple (07)
(a) Explain the importance of punctuation in English language.	(07)
(b) Explain the various differences between spoken verses written communication.	(07)
