

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MAM - SEMESTER-I - EXAMINATION – WINTER 2015**

**Subject Code: 4110502****Date: 15/12/2015****Subject Name: EFFECTIVE COMMUNICATION SKILLS****Time: 10.30 AM TO 01.30 PM****Total Marks: 70****Instructions:**

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

- Q.1** (a) Define the term “Communication”. Explain communication cycle with diagrammatic presentation in detail. **07**
- (b) What is noise in Communication? Elaborate interpersonal barriers. **07**
- Q.2** (a) Define Listening. Mention tips for improving listening skills. **07**
- (b) Explain the characteristics of language. **07**
- OR**
- (b) Create a conversation (dialogue) on following situation **07**
1. Introducing your friend to your parents
  2. Inviting your friend on your birthday party
- Q.3** (a) Explain the various types of listening and also discuss the traits of a good listener. **07**
- (b) What is reading skills? Enlist the purpose for reading. **07**
- OR**
- Q.3** (a) Explain various speaking etiquettes and give one example (conversation) of self-introduction. **07**
- (b) What is the meaning of a paragraph? Discuss the most commonly used techniques for paragraph development **07**
- Q.4** (a) Draft a paragraph on: Importance of English Language **07**
- (b) Describe in brief the components of writing a document. **07**
- OR**
- Q.4** (a) Write a short note on “Skimming and Scanning” as reading techniques. **07**
- (b) “Listening is a process of receiving, interpreting and reacting to a message received from the speaker”- Justify the statement. **07**
- Q.5** (a) Write a note on : ‘Reading – An Interactive skill’ **07**
- (b) Define the process of writing and explain all the components in brief. **07**
- OR**
- Q.5** (a) Classify different types of texts and ways of interpreting it. **07**
- (b) What are punctuation marks? Enlist few and explain them. **07**

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