

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA - SEMESTER-I • EXAMINATION – WINTER • 2015**

**Subject Code: 2610005**

**Date: 04-01-2016**

**Subject Name: Communications Skills**

**Time: 10:30 am - 01:00 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) Do as directed : [7]
- i) Make nouns from the following words : hospitalize, arrive
  - ii) Add prefixes to the following words to produce their antonyms : inhibited, rational
  - iii) Use proper articles in the sentences given below :  
(1) Today \_\_\_\_\_ European came to my office.  
(2) Japanese is \_\_\_\_\_ easy language.
  - iv) Fill in the blanks by choosing the correct homophone :  
(1) Your opinions will not \_\_\_\_\_ my decision. (affect, effect)  
(2) I would \_\_\_\_\_ extreme caution. (advise, advice)
  - v) Fill in the blanks with suitable prepositions :  
(1) I'll see you \_\_\_\_\_ home when I get there.  
(2) Rahul comes to work by car, but I prefer to come \_\_\_\_\_ foot.
  - vi) Join the following pairs of sentences with suitable conjunctions :  
(1) He remains cheerful. He has been wounded.  
(2) The captive fell down on his knees. The captive pleaded for mercy.
  - vii) Select the correct form of the verb and fill in the blanks :  
(1) Mohan as well as his friend \_\_\_\_\_ guilty. (is, are)  
(2) A hundred kilometers \_\_\_\_\_ good distance. (is, are)
- (b) Explain the different modes of communication. [7]
- Q-2 (a) What are the various modes of delivery used for making presentations? Explain the advantages and disadvantages of each. [7]
- (b) You want to open a new bank account with a particular nationalized bank. Draft a letter to the bank manager for the same along with the necessary documents. [7]
- OR
- (b) Imagine yourself to be the instructor of a course in which 60 students have registered. Draft an email to be sent to all the students asking them to select a topic of their choice and prepare for a professional presentation of 10 minutes duration. [7]
- Q-3 (a) What is a press conference? Explain the guidelines for effective press conference. Also, explain how to handle a press conference effectively. [7]
- (b) How can visual aids enhance technical communication? What points should be borne in mind while using visual aids? [7]
- OR
- (a) Explain in brief the etiquettes one must follow while making telephonic calls. [7]
- (b) State and explain the various levels of communication. [7]
- Q-4 (a) State and explain the different types of reports based on their purpose. [7]

(b) Discuss the positive impact that technology-oriented communication creates in business organizations. [7]

OR

Q-4 (a) Explain the different techniques of organizational group discussion. [7]

(b) What is a research paper? Distinguish between research paper and dissertation. [7]

Q-5 (a) What is negotiation? Explain the six-steps involved in negotiations. [7]

(b) Discuss the merits and demerits of assertive communication. [7]

OR

Q-5 (a) What does a prospective employer expect from the interviewee? What preparations must the interviewee do before appearing for a face-to-face job interview? [7]

(b) Write a short note on Proxemics. [7]

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