

GUJARAT TECHNOLOGICAL UNIVERSITY
ME – SEMESTER I (OLD) – • EXAMINATION – SUMMER 2016

Subject Code:710001N**Date:19/05/2016****Subject Name: Communication and Research Skills****Time:****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) List various barriers to effective communication. Explain any three of them with suitable examples. **07**
 (b) Define Research? Discuss the needs, types and characteristics of research. **07**
- Q.2** (a) Assume that you are the marketing Manager for Garba United Way, Vadodara. At present you are concern about Garba pass sales for the Garba festival. They are well below sales for previous years hence you plan to do something about it. Draft a sales letter to those 500 peoples who had brought Garba pass last year but did not purchase this year. **07**
 (b) What is the meaning of measurement in research? What difference does it make whether we measure in terms of Nominal, Ordinal, and Interval Scale? **07**
- OR**
- (b) Discuss levels of communication. **07**
- Q.3** (a) Differentiate between active listening and Passive listening. **07**
 (b) What is Hypothesis? Explain Type -I & Type –II Error. **07**
- OR**
- Q.3** (a) Define purpose of presentation. Explain types of visual aids used in presentation. **07**
 (b) Explain: Extemporaneous and Impromptu. **07**
- Q.4** (a) Write the characteristics of Research paper and Dissertation. **07**
 (b) Write the Technical Description of Computer mouse. Your user manual could focus on the physical and operative system of the device. **07**
- OR**
- Q.4** (a) Discuss the steps of the questionnaires design? Write the difference between primary and secondary data. **07**
 (b) Discuss why Bibliography is very important in research. **07**
- Q.5** (a) Your company had ordered 100 computers. On receiving of them, you came to know that they do not match the specifications and configuration you had given, As the manager (purchase), Write a letter of complaint addressing The Manager, IBM, Hyderabad. **07**
 (b) List out various qualities of a good listener. **07**
- OR**
- Q.5** (a) Explain Foot Notes, End Notes and Literature review. **07**
 (b) Explain briefly Research Process. **07**
