

[illegible]

B.Arch. (Sem.-1)
COMMUNICATION SKILL-I
Subject Code : AR-129
M.Code : 45006

Max. Marks : 50

1. Question paper consists of two sections, A and B.
2. Section A is compulsory. Each part from section A is of 2 marks.
3. Attempt any four questions from section B. Each question from section B is of 10 marks.

1. Read the following passage and answer the questions that follow it. Each question carries 2 marks.

Global communication can help businesses in several ways. First, employees in different parts of the world can all work as a team to solve a problem, create a new product, or attract new customers. The global team can use new technology to communicate with all its members at the same time. In addition, when some team members in one part of the world are sleeping, team members in another part of the world can continue working on the same project. The global workday never ends. Global companies work around the clock. This saves time and increases productivity. Global communication also increases productivity because it helps companies divide up their jobs and *distribute tasks* to different companies around the world. One company does not have to complete every part of the job by itself; instead, it can give some parts to other businesses. These are often businesses that can do the jobs better and for a lower price. However, to be successful, the businesses must be in constant communication. One good example is the motorcycle manufacturing industry in China. Hundreds of different companies contribute to the production of motorcycles. Each company has a different role in the process. So they need to communicate quickly and frequently to solve problems and work efficiently. The motorcycle industry in China produces motorcycles faster and a lower price than anywhere else in the world.

- i. How does global communication help businesses in several ways?
- ii. What is meant by “Distribute tasks”?
- iii. Give an example similar to motor manufacturing industry where communication has played major role.
- iv. How can global communication increase productivity?

v. Choose the correct answer :

- a. The team can use new technology to communicate with all its members at the same time.
- a. world b. local c. global d. international
- b. So they need to quickly and frequently to solve problems and work efficiently.
- a. talk b. call c. communicate d. chat

SECTION-B

2. Define Communication. Why is oral communication considered as effective mode of discussion?
3. Write a note on the role of feedback in verbal communication.
4. Discuss in detail about the components of a technical report.
5. Explain how to design a good presentation. What are the important points which should be kept in mind while giving a presentation?
6. What kinds of qualities are required for a good listener?
7. *“Reading is a complex communicative process of receiving and interpreting the written word”*. Elaborate upon this statement.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.