

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER – I • EXAMINATION – SUMMER 2018

Subject Code: 2610005

Date: 30-May-2018

Subject Name: Communications Skills

Time: 02.30 pm to 5.00 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)** Explain the following terms in brief: **07**
1. Proxemics
 2. Grapevine
 3. Symposium
 4. Parley
 5. Clichés
 6. Jargons
 7. Memo
- (b)** Explain the importance of paralinguistic in communication giving example. **07**
- Q.2 (a)** Draw the block diagram of process of communication and explain its components. **07**
- (b)** Write a sales promotion letter to Mr. Saurya your existing customer for the arrival of new Mobile. **07**
- OR**
- (b)** Write a letter to decline the invitation from the organizers of a conference, who had invited you to deliver a session on Effective Speaking. **07**
- Q.3 (a)** Explain the Mode of Delivery for a presentation. **07**
- (b)** Explain in brief the evaluation components for candidates in GD. **07**
- OR**
- Q.3 (a)** Based on different occasions of communication, classify speaking and explain each in detail. **07**
- (b)** Explain the common factors due to which a candidate may fail in interview. **07**
- Q.4 (a)** Explain paralinguistic features of Effective Speaking. **07**
- (b)** What is an interview? Describe objectives & types of interviews. **07**
- OR**
- Q.4 (a)** What is the significance of reports? Differentiate between oral and written reports. **07**
- (b)** Explain the steps for conducting a meeting. **07**
- Q.5 (a)** Explain components of Research Paper. **07**
- (b)** Explain the following technology-oriented means of communication: voice mail, videoconferencing, instant messaging. **07**
- OR**
- Q.5 (a)** Explain Dissertation and its elements. **07**
- (b)** Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement. **07**
