

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER – I • EXAMINATION – SUMMER 2018

Subject Code: 3610005

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) Do as directed. 07**
1. Use Prefix: (I) Approve (II) Advantage
 2. Use Suffix: (I) slow (II) infect
 3. Synonyms: (I) wash (II) beautiful
 4. Antonyms: (I) respect (II) wind up
- Define terms with example**
5. Eponyms
 6. Homonym
 7. Homophone
- (b) Explain process of communication and explain its Components. 07**
- Q.2 (a) State the etiquettes one must follow while making telephonic calls. 07**
- (b) As a sales manager of a company, draft a reply which has to be sent in the form of an e-mail to three customers who have complained about your product. Invent necessary details. 07**
- OR**
- (b) You are a marketing manager of a company and you are supposed to sell a mobile phone. Draft a sales letter highlighting the various features and attributes of the product. 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) Explain positive and negative effects that technology-oriented communication creates in Organization. 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) Discriminatory writing should be avoided. Justify with reference to technical writing. 07**
- (b) List group discussion techniques and explain the Delphi technique of Group Discussion. 07**
- Q.5 (a) Explain Dissertation and its elements. 07**
- (b) Explain the following technology-oriented means of communication: voice mail, videoconferencing, instant messaging. 07**
- OR**
- Q.5 (a) Explain components of Research Paper. 07**
- (b) Discuss in detail the various criteria necessary to choose an appropriate technology for a particular communication requirement. 07**
