

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA- Ist SEMESTER–EXAMINATION – MAY/JUNE - 2012****Subject code: 2610005****Date: 02/06/2012****Subject Name: Communication Skills****Time: 02:30 pm – 05:00 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**
- (i) Give one word for the following : one who walks on foot, a study of the origin of words
 - (ii) Make nouns from the following words : hospitalize, arrive
 - (iii) Identify the pairs of homophones : one word means permitted; the other means audible
 - (iv) Add prefixes to the following words to produce their antonyms : inhibited, rational
 - (v) Fill in the blanks with the suitable comparative adjectives :
 - (1) Sodium is _____ (much) reactive than gold.
 - (2) Cars are _____ (safe) than motorbikes.
 - (vi) Use proper articles in the sentences given below :
 - (1) Today _____ European came to my office.
 - (2) Japanese is _____ easy language.
 - (vii) 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.
- (b)** "Communication is the process of sending and receiving information." Explain **07**
the communication process using schematic representation.
- Q.2 (a)** Explain the various modes of communication flow in an organization. **07**
- (b)** A reputed IT company is looking for software professionals. MCA/Engineering **07**
graduates with 1 to 4 years of experience in IT organizations and with extensive exposure to design, development, and testing will be preferred. Proven experience in any one of the following is essential : Web Technologies (Java, EJB, J2EE, JSP), Microsoft Technologies (VB.NET, ASP.NET, IIS, VC++), or Multimedia (Photoshop, Illustrator, Flash, Dreamweaver). Please mail your resume stating Role and Technology in the subject line, to : career@wisetechsolutions.com.
- OR**
- (b)** Assume that you are the Purchase Manager of Alpha Engineering Company, Salt **07**
Lake City, Kolkatta. Your company sent an order for 5 HP printers to Technovision Systems Ltd., Electronics City, Bengaluru – 560 103 on 8th May 2012, but you received only 2 scanners. Write a letter to S. Rameshan, the GM (Sales and Marketing) of TSL making a complaint and asking him to send the remaining 3 printers.
- Q.3 (a)** What are the situations that involve public speaking ? Explain in brief the **07**
guidelines for effective public speaking.
- (b)** How can visual aids enhance technical communication ? What points should be **07**
borne in mind while using visual aids ?

OR

- Q.3** (a) Explain in brief the etiquettes one must follow while making telephonic calls. **07**
(b) State and explain the four modes of delivery used for making presentations. Also discuss their advantages and disadvantages. **07**

- Q.4** (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 ? **07**
(b) State and explain the different types of reports based on their purpose. **07**

OR

- Q.4** (a) What is a research paper ? Distinguish between research paper and dissertation. **07**
(b) Discuss the positive impact that technology-oriented communication creates in business organizations. **07**

- Q.5** (a) Write a short note on Proxemics. **07**
(b) Explain the different techniques of organizational group discussion. **07**

OR

- Q.5** (a) Discuss the merits and demerits of assertive communication. **07**
(b) What is negotiation ? Explain the six-steps involved in negotiations. **07**
