

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA - SEMESTER-I • EXAMINATION – SUMMER • 2014****Subject Code: 2610005****Date: 23-06-2014****Subject Name: Communications Skills****Time: 10:30 am - 01:00 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 : words different in meaning but similar in sound
 - (ii) Give antonym of : flexible
 - (iii) Use proper articles in the following sentence :
Yesterday I saw _____ one-eyed man riding on _____ ass.
 - (iv) Join the following sentences using and appropriate conjunction :
You must be quiet. You must leave the room.
 - (v) Fill in the blank with the suitable comparative adjective :
Travel by air is the _____ (fast) mode of transportation.
 - (vi) Change the voice in the following sentence :
The cricket match was won by our team.
 - (vii) Fill in the blanks with the correct tense of the verbs given in bracket :
I _____ a strange noise. (hear, am hearing, have been hearing)
- (b) Explain the communication networks that exist in formal or informal communication. 07**
- Q.2 (a) Discuss the positive and negative impact of technology enabled communication. 07**
- (b) A top MNC having its head office at Noida immediately wants MCA freshers for the post of *Software Trainees*. The starting salary is `40,000/- per month plus other benefits. Rush your resumé with an application letter offering yourself for the above position to Ms. Tanuja Sanyal, Personnel Manager, Indiaspace Electronics (Software Division), 28, SJ Road, Greater Noida. 07**
- OR**
- (b) You are currently working as a *Project Trainee* in an organization. Draft an e-mail requesting your Project Lead (PL) to grant you five days leave to appear for the University examinations. 07**
- Q.3 (a) Explain the four nuances of delivery used for making presentations. 07**
- (b) What are the types of telephonic job interviews ? What should one take care of while facing a telephonic interview ? 07**
- OR**
- Q.3 (a) Explain the techniques for good technical writing. 07**
- (b) Explain the guidelines to be followed regarding the choice of the right words and phrases in effective technical writing. 07**

- Q.4 (a)** What are the characteristics of a research paper ? Explain its components. **07**
(b) State and explain the different types of reports based on their purpose. **07**
OR
- Q.4 (a)** Write a short note on persuasive speaking. **07**
(b) Explain in brief the etiquettes one must follow while making telephonic calls. **07**
- Q.5 (a)** Write a short note on paralinguistic features. **07**
(b) What are the objectives of conducting meetings ? What are the responsibilities of the chairperson towards making the meeting effective ? **07**
OR
- Q.5 (a)** Explain the characteristics and the components evaluated and analyzed in group discussions conducted as a part of a selection process. **07**
(b) Explain the various modes of communication in an organization. **07**
