

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA – SEMESTER - I • EXAMINATION – WINTER 2012****Subject code: 2610005****Date: 08/01/2013****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.

Q1. (a) Do as directed:**07**

- (i) Use gerund instead of infinitive in the following sentence:
 - (1) To become a good teacher requires lot of knowledge and compassion.
 - (2) Tushar's main concern was to maintain eye contact with the audience.
- (ii) Rewrite the following sentences transforming them into impersonal passive Forms:
 - (1) Coal miners extract millions of tons of coal every week.
 - (2) A skilled operator can carry out many operations on a lathe.
- (iii) Fill in the blanks with suitable prepositions:
 - (1) What is the time _____ your watch?
 - (2) Jenish usually travels to Chennai _____ flight.
- (iv) Use proper articles in the sentences given below:
 - (1) Maldives is _____ island.
 - (2) _____ Ganga is _____ sacred river.
- (v) Select the correct form of the verb given below and fill in the gaps:
 - (1) None of the alternatives _____ acceptable. (are, is)
 - (2) He joined us 10 years ago and he still _____ (work) for us.
- (vi) Use conjunctions to fill in the blanks:
 - (1) She is more intelligent _____ him.
 - (2) Bread _____ milk is wholesome food.
- (vii)
 - (1) This honey tastes sweet. (Change into Present Continuous Tense)
 - (2) I am going to market. (Change into Simple Past Tense)

(b) Explain four major formal communicative skills.**07****Q2. (a)** Do as directed: 07**07**

- (i) Fill in the blank, choosing the correct homophone.
 - (1) New roads will link the _____ cities of the area. (principal, principle)
 - (2) She _____ the capital of every state. (new, knew)
- (ii) Write synonyms for the following words:
 - (1) Appropriate
 - (2) Letter
- (iii) Add suffix to the following words in consonance with the meanings given against them :
 - (1) Listless _____ : tiredness
 - (2) Gene _____ : family tree
- (iv) Add prefix to the following words to produce their antonyms:
 - (1) Digestion
 - (2) happy
- (v) Make the noun from the following words:
 - (1) Examine
 - (2) Arrive
- (vi) Give the other meaning of Homonym mentioned below:
 - (1) Fair (just)
 - (2) row (boat)
- (vii) Give one word for the following:
 - (1) Person who collects coins
 - (2) Lack of enough blood

- (b) Describe levels of Communication. **OR** **07**
 (b) Explain paralinguistic features of Effective Speaking. **07**
- Q3. (a)** What is an interview? Describe objectives & types of interviews. **07**
(b) Explain organizational group discussion and its techniques. **07**
- OR**
- Q3. (a)** While drafting a technical write up what characteristics will you consider to make your language more effective? What do you understand by referencing & styling? **07**
(b) According to you, what are the impacts of Technology-enabled Communication on the modern society giving some examples. **07**
- Q4. (a)** 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**
(b) Illustrate the various types of reports and explain under what conditions these reports can be used. **07**
- OR**
- Q4. (a)** You are a marketing manager of a company and you are supposed to sell an android based mobile phone. Draft a sales letter highlighting the various features and attributes of the product. **07**
(b) Identify the various visual aids that can be used to make an effective presentation. **07**
- Q5. (a)** If you are asked to draft a research paper, what are the components you will include and highlight the importance of each of the same. **07**
(b) What are the preparatory steps to conduct a meeting. **07**
- OR**
- Q5. (a)** Explain the six basic steps in a negotiation process. **07**
(b) Draft notice, agenda and minutes for your company's Annual General Meeting. **07**
