

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E Sem-I Regular Examination January / February 2011

Subject code: 710001N

Subject Name: Communication and Research Skills

Date: 29 /01 /2011

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)** Persons with poor communication skills are often not able to perform to their full potential. Justify this statement **07**
- (b)** What do you understand by research? Classify research in accordance with its objectives. Distinguish between fundamental and applied research. **07**

- Q2 (a)** Define communication. Explain diagrammatically the process of communication. Explain grapevine communication. **07**
- (b)** Define importance of listening. Explain the various types of listening with suitable examples. **07**

OR

- (b)** Compare oral and written communication giving their merits and demerits. Explain the significance of body language in communication. **07**

- Q3 (a)** Explain the meaning and usage of the following business documents: quotation, purchase order, work order, tender, circular, enquiry and complaint **07**
- (b)** You have purchased an air conditioner from M/S Voltas Ltd, Bombay for your domestic use. During warranty period, the machine stopped working. Even after several repairs by the local service centre, the machine could not be set right by the company. Write a strong complaint to the Area Sales Manager seeking replacement of the machine giving proper justification. **07**

OR

- Q3 (a)** Write a letter to the management of an engineering college where you are a student suggesting measures with proper arguments for improvement in the quality of teaching and examination results. **07**
- (b)** Explain various barriers in communication with the help of suitable examples. **07**
- Q4 (a)** Briefly describe the different steps involved in a research process. **07**
- (b)** What are the essentials of a good questionnaire? Enumerate various steps involved in the design of a good questionnaire. **07**

OR

- Q4 (a)** Distinguish between primary and secondary data. Give an exhaustive comparison between various methods of primary data collection. **07**
- (b)** Distinguish between an experiment and survey. Explain the survey method of research with example. **07**

- Q5 (a)** Explain linear regression analysis and its application in research. **07**

- (b) Write a descriptive note on data presentation in tabular and graphical form. **07**

OR

- Q5 (a)** Why do we resort to sampling? Explain probability and non-probability sampling. Explain sample size and sampling error. **07**
- (b)** What do you understand by hypothesis testing? Give step by step procedure to test a hypothesis. Give the meanings of the terms: null hypothesis, alternate hypothesis, type I and type II errors used in connection with hypothesis testing. **07**
