

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**M. E. - SEMESTER – I • EXAMINATION – SUMMER • 2014**

**Subject code: 710001N****Date: 11-06-2014****Subject Name: Communication and Research 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) Explain the process of communication with the aid of a schematic representation. How is feedback important in communication process? **07**
- (b) Advertisement in newspapers: **07**  
 Candidates holding a P.G. degree in Engineering in IT/EC/CE are required for working on company intranet, extranet and internet sites. Competency in HTML coding, website design and client server technology is vital. Please send resume to the Senior Manager (HR), Onward Softwares, Ahmadabad-380001 or fax it to 079-25672343 or e-mail to [onwardhr@vsnl.net](mailto:onwardhr@vsnl.net).  
 Assuming that you have the requisite credential, draft a Job Application in response to the above cited advertisement.
- Q.2** (a) Why are interviews conducted? State the different types of interviews What preparation one should make for telephonic interview for a job. **07**
- (b) Write an explanatory note on verbal and non-verbal communication. **07**
- OR**
- (b) Describe the parameters to be considered for group discussion as a part of selection process. **07**
- Q.3** Write notes on the following topics:
- (a) Grapevine communication **04**
- (b) Traits of a good listener **05**
- (c) Role of body language, gestures and postures in communication **05**
- OR**
- Q.3** Write notes on the following topics:
- (a) Smart e-mail **04**
- (b) Scanning and skimming **05**
- (c) Kinesics and proxemics **05**
- Q.4** (a) Discuss various barriers in communication with the help of suitable examples. **07**
- (b) At the 5<sup>th</sup> meeting of the Executive Committee of the College Advisory Body held on 20/04/2013, the following business was transacted. **07**
- Study leave for staff members
  - Annual day celebration
  - Minutes of the last meeting
  - Introduction of grade system in place of marks for U.G. Programme
  - Any other matter with the permission of the Chair
  - Establishing a separate Common Room facility for female staff members
- Arrange the agenda items in the most appropriate sequence and prepare the formal type of minutes. Assume all necessary details.

**OR**

- Q.4** (a) Describe in brief various steps involved in a research process. **07**  
(b) Write a note on data collection and data analysis methods for research. **07**
- Q.5** (a) Narrate the objectives and types of research. **07**  
(b) Write an account on different types of measurement scales. **07**
- OR**
- Q.5** (a) What is hypothesis testing? State procedure to test a hypothesis. Add a note on Type I and Type II errors in testing of hypothesis. **07**  
(b) What is research design? Critically explain its significance. **07**

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