

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

Subject code: 710001N**Date: 29-11-2014****Subject Name: Communication and Research 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) Define the term "Technical communication". List various Barriers to effective communication and explain any three of them with suitable examples. **07**

(b) Explain flow of communication in details. Discuss characteristics of language. **07**

Q.2 (a) Write the purpose of presentation. Explain the various types of visual aids used in presentation. **07**

(b) List the various types of interview. Discuss what preparation must one do for a Telephonic interview. **07**

OR

(b) Discuss the guidelines for writing a good Technical description. **07**

Q.3 (a) Wanted a plant Manager (operations) at GSFC, Baroda. Engineering Post Graduates with minimum one year experience in manufacturing industries can apply. Salary is negotiable. Send a proper resume with suitable covering to the Director, GSFC, latest by 30th December, 2011 (Assuming that you have requisite credentials). **07**

(b) Write the purpose, importance and various techniques of group discussion and explain evaluation components of effective group discussion. **07**

OR

Q.3 (a) Explain the application of regression analysis. **07**

(b) Describe the importance of scaling in the research? Why ordinal and nominal scales are used in the research? **07**

Q.4 (a) As a purchase Manager of Adarsh Industries, Bhuj you are willing to buy Air-conditioners for your newly constructed branch office at Rajkot. Write an inquiry letter to Sales Manager, Voltas Air-conditioners, Baroda. Asking reasonable cost estimate and time for installing 12 Air-conditioners. (Use Block Format). **07**

(b) Excel Computer Manufacturing, a Multinational Company, wants to improve the existing parking facilities for the four wheelers and the two wheelers vehicles of its staff. As the Personal manager, ECM, draft a proposal to be sent to a secretary, Board of directors of your company for improving the parking facilities. Your proposal should include (area, lightning, roofs securities). **07**

OR

Q.4 (a) Discuss advantages and limitations of E-mail and write a note on E-mail etiquettes. **07**

- (b) The Indian Railways is considering major changes to improve the facilities currently available on its express trains. A committee has been set up to conduct a customer survey about facilities travelers need like(ticketing, food & their satisfaction levels), write a memo report to the Ministry of Railways. (Assume that you are head of the committee and Questionnaires has already been taken). 07
- Q.5** (a) Write the components of Research paper. Discuss the procedure for the hypothesis testing. 07
- (b) What is research? Write the various types of research, explain the research process. 07
- OR**
- Q.5** (a) What is the necessity of defining a research problem, explain in details. 07
- (b) Short notes: Any Two 07
- (1) Research design
 - (2) Primary Data and Secondary Data
 - (3) Literature Review
 - (4) APA and MLA formats
