GUJARAT TECHNOLOGICAL UNIVERSITY
BE SEMESTER– 1st / 2nd (OLD SYLLABUS) EXAMINATION – SUMMER 2015

Subject Code: 110002            Date: 27/05/2015
Subject Name: Communication Skills
Time: 10.30am-01.00pm              Total Marks: 70

Instructions:
1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) “Language employs a combination of words to communicate ideas in a meaningful way.” Elucidate this statement & explain the characteristics of Language. 07
(b) Define Noise. Enlist the Communication Barriers & discuss any one in detail. 07

Q.2 (a) “A good conversationalist is popular, a good listener even more so.” Justify this statement & discuss the tips for becoming a good listener. 07
(b) Distinguish between Formal & Informal Communication. Discuss the advantages & disadvantages of Grapevine. 07

Q.3 (a) What is a Presentation? State the different strategies to prepare an effective Presentation. 07
(b) Write a Short Note on each of the following:
1) Types of Interviews
2) Evaluation Components for Group Discussions 07

Q.4 (a) Develop the following topic sentence into a complete paragraph:
‘Go Green’ is the Mantra of the Modern Life. 07
(b) What is Reading Comprehension? What are the reasons for poor comprehension? 07

Q.5 (a) On behalf of a leading Publishing House, draft a suitable reply to Ravi Prakashan, Kalawad Road, Rajkot, who have complained about the late delivery of books. Elaborate the reasons for the late delivery, offer special discount & assure timely supply of articles in future. 07
(b) Give a Technical Description of any gadget that you have recently purchased. 07

Q.6 (a) As the Sales Manager of a Laptop manufacturing company, you conducted a market survey & noticed a decline in the sales of your product. Write a Report on your market survey & suggest steps to boost the sales. 07
(b) Write a detailed note on the Prefatory Parts of a Technical Proposal. 07

Q.7 (a) Answer the following advertisement: “Wanted an experienced Computer Engineer for The Exclusive Software Developers, M. G. Road, Bangalore- 500 003. Apply on or before November 2nd, 2014 to the General Manager with the Cover Letter & Resume. 07
(b) Do as directed:
   i) The police have caught the thief. (Turn into Impersonal Passive Voice)
   ii) Jack & Jill went ________ the hill. (Use Preposition)
   iii) Thunder & ___________ rocked the sky. (Lighting, Lightening)
   iv) My mom ___________ to the temple everyday. (Use appropriate form of the verb ‘to go’)
   v) Form a sentence using the idiom ‘to break ice’.
   vi) ‘Snow Whites & the Seven Dwarfs’ ________ an interesting story. (is, are)
   vii) Give one example of homophones & use the pair into sentences of your own.