

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**DIPLOMA ENGINEERING – SEMESTER – I/II • EXAMINATION – SUMMER- 2017**

**Subject Code: 3326301**

**Date: 05- 06- 2017**

**Subject Name: Communication Skills**

**Time: 10:30 AM TO 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.
4. Each question carry equal marks (14 marks)

Q.1 Answer the following. [Any seven]

[14]

1. What is the importance of effective communication in business?
2. What are the different types of communication?
3. Define non-verbal communication.
4. What do you understand by the term “Grapevine”?
5. Define kinesics in brief.
6. Name physical barriers to communication.
7. Give any two advantages of audio signs in communication.
8. What does body language include?
9. Name the levels of communication.
10. Give two benefits of horizontal communication.

Q.2 (a) State whether the following sentences are true or false. [Any three]

[03]

1. Radio is an example of mass communication.
2. Agenda for a meeting should be circulated in advance.
3. The words memo and circular are synonyms.
4. The tone of a memo is stiff and passive.

OR

(a) You are the Secretary of the Software Pvt. Ltd. A meeting has been fixed on 21 May 2017 with the Chairman of the company. Prepare an agenda of three issues to be discussed in the meeting.

(b) Write a notice for the students of your university informing them of Independence Day Celebration. [03]

OR

(b) Answer the following. [Any three]

1. What is communication?.
2. Draw a sign of “U Turn”.
3. What is Inter-personal communication?
4. Name two signs of visual communication.

(c) Match the following.

[04]

1. Message in a memo
2. Statistical information
3. Tone of a Circular
4. Notice

- [a] is in tabular form.  
[b] is polite and courteous.  
[c] is displayed on a board.  
[d] is direct and brief.

OR

(c) Yesterday a blood donation camp was organized by your college. Write a report on it.

(d) State whether the following sentences are true or false. [04]

1. U-turn is an example of audio sign in non-verbal communication.
2. Noise is a part of socio-psychological barriers.
3. Formal communication is also known as official communication.
4. Non-verbal communication is always spontaneous.

OR

(d) Write a business letter for ordering agricultural tools for your shop.

Q.3 (a) Choose correct answer from the bracket. [Any three] [03]

1. To keep an eye on [to watch, to threaten, to show]
2. To give ear to [to donate ear, to pay attention, to ignore]
3. To call a spade a spade [to call back, to be straightforward in a talk, to be afraid off]
4. To back up [support, back out, bring out]

OR

(a) Give the meaning of the following. [Any three]

1. French leave
2. In black and white
3. A child's play
4. Crocodile tears

(b) Match the following. [Any three]

- |                       |                               |
|-----------------------|-------------------------------|
| 1. Bad blood          | [a] arguments for and against |
| 2. High time          | [b] a miser                   |
| 3. A close-fisted man | [c] ripe time                 |
| 4. Pros and cons      | [d] ill feeling               |

[03]

OR

(b) Fill in the blanks with suitable phrasal verbs. [Any three]

- [elbow room cold blood, come to the point, over and above,]
1. They don't have much time for discussion. Let us be serious and \_\_\_\_\_.
  2. You will be given a performance-linked bonus \_\_\_\_\_ your salary.
  3. The terrorists killed many people in \_\_\_\_\_.
  4. The new employee was given plenty of \_\_\_\_\_ to manage the things as he liked.

(c) Write a circular to inform people that tomorrow there will be no electric supply in your society for two hours. [04]

OR

(c) Choose the correct answer. [Any four]

1. \_\_\_\_\_ are used in a memo.  
(a) Names of people (b) Titles (c) Prefixes
2. The word "memo" is derived from the Latin word  
(a) memor (b) memorem (c) memorare
3. The language in the Official Letter is always  
(a) friendly (b) official and authoritarian (c) polite

4. The difference between a memo and a letter is in the  
(a) tone and style (b) message (c) addressee
5. Minutes should be signed by  
(a) Presiding officer and secretary (b) President and Vice President (c) Vice President and Secretary

(d) Draft a resume to apply for the post of Lecturer, Agriculture Engineering in Global University, Ahmedabad. [04]

OR

(d) Answer the following. [Any four]

1. What is the difference between circular and notice?
2. By whom the minutes should be written?
3. Write any two differences between a memo and a letter.
4. What is Minutes of meeting?
5. What does a message in a memo follow?

Q.4 (a) Give synonyms for the following words. [Any three] [03]

1. Complex
2. Decrease
3. Enhance
4. Declare

OR

(a) Select a correct synonym from the bracket for the underlined words.

1. Pay attention. The teacher is talking about a crucial topic. [important, advice, easy]
2. Do not get panic in examinations. [happy, fear, sad]
3. Mr. Ambani is very affluent person so he donates regularly. [poor, careless, wealthy]

(b) Give antonyms for the following words. [Any four] [04]

1. Reject
2. Entrance
3. Ordinary
4. Theory
5. Kind

OR

(b) Select a correct antonym from the bracket.

1. Foreign [private, native, secular]
2. Distant [greedy, poor, near]
3. Cheerful [professional, depressed, optional]
4. Rare [relaxed, common, innocent]

(c) Translate the following words into Hindi. [07]

1. Laboratory
2. Order
3. Income tax
4. National
5. Institution
6. Telephone
7. Security

Q.5 (a) Do as directed. [Any four] [04]

1. They were walking slowly. [Identify the Adverb]
2. My teacher used to say that \_\_\_\_\_ comes to those who work very hard.  
[Change the adjective "glorious" into noun].
3. When we reached the cinema hall, the movie \_\_\_\_ already \_\_\_\_.  
[Use correct form of verb "start"]
4. The beauty of this garden attracts the visitor over here.  
[Write adjective of "beauty"]
5. Yesterday, I did not go to college \_\_\_\_\_ I was not feeling well.  
[Use proper conjunction]

(b) Answer the following. [04]

1. Name the famous Gurudwara of Nanded..
2. Why could Uncle Podger not find his handkerchief?
3. Who was the founder of Azad Hind Fauj?
4. What had the photographer done with the author's eyes?

(c) Write a short note: [Any one] [03]

With the Photographer

OR

Subhash Chandra Bose

(d) Answer the following. [Any three] [03]

1. When is the birth anniversary of Guru Gobind Singh celebrated?
  2. What kind of mustachios has the author described?
  3. List the accessories and tools that Uncle Podger needed to hang a picture.
  4. Who invented wireless telegraphy?
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