

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) - SEMESTER-I EXAMINATION WINTER-2018

Subject code: 4110502

Date: 26/12/2018

Subject Name: Effective Communication Skills

Time: 10:30 AM To 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|-----|---|-----------|
| Q.1 | (a) | Describe communication and its process. | 07 |
| | (b) | Explain the barriers of communication. | 07 |
| Q.2 | (a) | Explain the various non-verbal communications. | 07 |
| | (b) | Describe the various flows of communication in an organization. | 07 |
| OR | | | |
| | (b) | Explain different kinds of texts. | 07 |
| Q.3 | (a) | Explain “Communication as an effective tool of Management” | 07 |
| | (b) | What is listening and Explain its principles. | 07 |
| OR | | | |
| Q.3 | (a) | Discuss reading as an interactive skill. | 07 |
| | (b) | Explain critical reading strategies. | 07 |
| Q.4 | (a) | What are reading purposes ? Discuss. | 07 |
| | (b) | Explain the difference between writing and speech. | 07 |
| OR | | | |
| Q.4 | (a) | Explain the characteristics of a good listener | 07 |
| | (b) | Explain the types of communication. | 07 |
| Q.5 | (a) | What is vocabulary and explain its types. | 07 |
| | (b) | Explain the difference between active and passive listening. | 07 |
| OR | | | |
| Q.5 | (a) | Explain the writing process. | 07 |
| | (b) | Explain brainstorming and how it is used in communication. | 07 |
