

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MAM - SEMESTER-I • EXAMINATION – SUMMER • 2015**

**Subject Code: 4110502****Date: 02-06-2015****Subject Name: Effective Communication Skills****Time: 02:30 pm - 05:30 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 'Communication'. Explain the process of Communication in detail. **07**
- (b)** List the different Barriers to Communication and Explain how Physical barriers effects the communication in detail. **07**
- Q.2 (a)** What is the difference between listening and hearing? Explain the characteristics of a good listener. **07**
- (b)** Explain the factors that contributes to poor listening. **07**
- OR**
- (b)** Explain the significance of communication in our day to day life in business organization. **07**
- Q.3 (a)** Explain the concept of introducing oneself / others while initiating discussion? **07**
- (b)** Explain the specific Barriers of Speaking. **07**
- OR**
- Q.3 (a)** What are the important points which are considered during the presentation? **07**
- (b)** Why and in what situation one needs to Apologize? Explain with example. **07**
- Q.4 (a)** Explain the types of non-verbal communication and its effect on presentation. **07**
- (b)** List out the different techniques for Good Comprehension and explain any one of them in detail. **07**
- OR**
- Q.4 (a)** State the purpose of Reading and identify the ways of improving Reading Skills. **07**
- (b)** Explain the term 'Technical writing' and its characteristics. **07**
- Q.5 (a)** Write about the various paragraph patterns used in writing a paragraph. **07**
- (b)** State the important points that need to be taken into consideration while framing a sentence. **07**
- OR**
- Q.5 (a)** State the importance of Punctuation's in Communication with suitable example. **07**
- (b)** State the various Levels of Communication. **07**

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