

**GUJARAT TECHNOLOGICAL UNIVERSITY****B.E. Sem-I Examination January- 2010****Subject code: 110002****Subject Name: Communication Skills****Date: 02 / 1 / 2010****Time: 11.00 am – 1.30 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) Explain Communication process. List the characteristics of “Language as a tool of communication” and explain any one of it in detail. **07**
- (b) Explain the following terms with reference to the communication barriers and give one example for each term. **07**
- I. Semantic gap
  - II. Negative attitude
  - III. Information overload

- Q.2** (a) Differentiate between active and passive listening. **07**
- (b) Define the purpose of presentation. Explain types of visual aids used in presentation. **07**

**OR**

- (b) Explain any two of the following, modes of delivery used for presentation. **07**
- I. Manuscript
  - II. Extemporaneous
  - III. Impromptu
  - IV. Memorization

- Q.3** (a) List various types of interviews and explain job interview. **07**
- (b) What are the four components of evaluation in a group discussion? Explain them in detail. **07**

**OR**

- Q.3** (a) What are the techniques for paragraph development? Explain any one technique in detail. **07**
- (b) As the Manager of Hotel Chocolate Café, Chennai, write a claim letter to the Manager of Blossom Potteries, Noida, New Delhi, telling him that most of the contents of the china-ware which you had ordered from their firm have reached you in a damaged condition. Demand complete replacement or appropriate compensation. Invent necessary details. **07**

- Q.4** (a) You, as the Collector of Bhuj District, have been asked by the Secretary, Home Department, Gujarat to submit a report on the relief work that was under taken after the devastating earthquake hit the area last year. The Ministry sanctioned Rs. 50 crore for the relief operations in the district, which was to be spent on free distribution of grains, water, medicine etc. Now prepare an outline keeping in mind the principles of effective outline. **07**
- (b) Write an enquiry letter using the full block form about the fee structure of BE-IGNOU correspondence course. **07**

**OR**

**Q.4 (a)** As the District Health Officer, Junaghad, Gujarat you have decided to set up a Rehabilitation-cum-Health-Care-Centre in the district, especially for the benefit of the rural population. The objective of the rehabilitation programme is to enable them to live with human dignity. The healthcare programme mainly aims at carrying out immunization programme effectively in addition to developing awareness about the need for nutrition to fight the menace of malnutrition and the related diseases among the children. The proposal is to be submitted to the Director of Health Services, Ahmedabad, Gujarat. Draft this proposal. **07**

**(b)** Read following paragraph carefully and answer the questions that follow.  
The term co-operation loses its meaning when 'co-operative' becomes 'competitive' and just a firm of retail shopkeepers, entering into rivalry with either similar co-operatives or private shops. In the issue of licenses, permits, supplies, grants loans, etc. Government follows a general policy of preferring co-operatives to private organizations. Since Government itself is run on party lines, this has led to rival co-operatives, one favored by the party in power and the other trying to checkmate it. To remedy this, one way would be to insist on having only one multi-purpose co-operative in one unit, to eliminate all private dealers in distribution and to make membership in the co-operative society compulsory for every householder.

My feeling is that co-operatives, whether in selling, purchasing or distributing should be restricted to carry on their operations for and among their members only. They must not become commission agents or middlemen between non-members on the one hand and Government or the world on the other.

Questions:

- I. When does a co-operative lose its proper function? **02**
- II. What solution has been suggested by the writer to remove rivalry among co-operatives? **02**
- III. Why should membership be made compulsory for all householders? **02**
- IV. The word 'operation' in the passage means..... **01**  
(choose most appropriate meaning of the following)
  - Management
  - A surgical procedure
  - Work

**Q.5 (a)** If you are a recent post-graduate in Engineering and interested in research, apply for the post of Junior Research Associate in our R&D Division. You should hold a post-graduate degree in Mechanical, Electrical, Electronics & Communication or Computer Engineering. If selected you will be given a Research Assistantship of Rs. 12000/- p.m. and you will have the opportunity to work in excellent laboratories. Apply within seven days to Manager Research, R&D Division, Srushti & Sarjan Industries, Mumbai-220 010. **07**

**(b)** Fill in the blank using appropriate tense of the verbs given in the bracket. **07**

- I. It is thought that Columbus never \_\_\_\_\_ that he had discovered America. (realize)
- II. The mischievous man has been reported by the police \_\_\_\_\_ the accident. (cause)
- III. It was thought that the teenagers \_\_\_\_\_ at the disco. (dance)
- IV. Hindi is believed \_\_\_\_\_ the most widely spoken language. (be)
- V. Heat \_\_\_\_\_ for welding in many ways. (generate)
- VI. The father \_\_\_\_\_ them the exercise. (explain)
- VII. I \_\_\_\_\_ for extra classes last evening, I would be satiated now. (go)

**OR**

**Q.5 (a)** List out the types of resumes. Explain Electronics resume in detail.

**08**

**(b)** Use the following homonyms in sentences for easy understanding.

**06**

(Any Three pair)

- I. Pulse, Pulse
- II. Flap, Flap
- III. Beam, Beam
- IV. Book, Book
- V. Crane, Crane
- VI. Capital, Capital

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