

GUJARAT TECHNOLOGICAL UNIVERSITY**M.E Sem-I Examination January 2010****Subject code: 710001****Subject Name: Communication & Research Skills****Date: 18 / 01 / 2010****Time: 12.00 – 2.30 pm****Total Marks: 60****Instructions:**

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

- Q.1** (a) Write a detailed note on characteristics of language. **06**
 (b) Write a detailed note on levels of communication. **06**
Q.2 (a) Interpersonal barriers play a crucial role for failure of communication process- explain. **06**
 (b) Write a detailed note on Verbal & Non-verbal Communication **06**

OR

- (b) Write a detailed note on types of interviews. **06**
Q.3 (a) 'Paraphrasing' and 'Reflecting implications'- these two are signs of a good listener.-Explain. **06**
 (b) Effectiveness of your presentation up to some extent depends on your own analysis of your audience and locale.-Justify. **06**

OR

- Q.3** (a) What are the types of listening? **06**
 (b) What are the different techniques of delivering presentation? **06**
Q.4 (a) Write a letter to The Manager, ABC Corporation, M. G. Road, New Delhi to place an order for 20 printing machines, model no. W678TH. Assume that you are the purchase officer for Signature World, C. M. Road, Borivali (E), Mumbai. **06**
 (b) Write an informative report on possibilities of starting a new branch of the production division of New Gen Mechanics (a company manufacturing engineering tools) at Surat-G.I.D.C. Assume that you are supposed to submit this report to Management Board of the company. **06**

OR

- Q.4** (a) Write a complaint letter to The Sales Division, Softlink Pvt. Ltd., Hederabad as The Director of Genuine Group of Companies, Ahmedabad. Your complaint is pertaining to program errors in the software you purchased from Softlink. **06**
 (b) Write an analytical report on Issues of Workers' Community working at Novella Pvt. Ltd. (a consumer product company) along with your recommendations. Assume that you have to submit the report to the Executive Head of the company. **06**
Q.5 (a) Defining a research question and framing hypotheses is an initial requirement to carry out any research.-Explain. **06**
 (b) Write a detailed note on data collection and data analysis methods for research. **06**

OR

- Q.5** (a) Explain the significance of the following in terms of any research writing: Abstract, Sampling, Bibliography, index, illustrations, footnotes. **06**
 (b) A research work is a task based on some systematic investigation which has to be done with the help of some factual information and it has to prove or disprove the hypotheses. – Justify. **06**
