

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA Integrated - SEMESTER-II • EXAMINATION – SUMMER • 2015

Subject Code: 4420604

Date: 03-06-2015

Subject Name: Communication Skills – 2

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.

Q.1 (a) Define the term 'communication' and explain communication process in detail. **07**
(b) Write synonyms for the following words: **07**

- (1) Tycoon
- (2) Amalgamation
- (3) Letter
- (4) Appropriate
- (5) Receptacle
- (6) Conflagration
- (7) Taciturn

Q.2 (a) Explain technology based communication and discuss the tools for technology oriented communication. **07**

(b) You are Manager of The Taj Hotel, Vadodara; write a claim letter to the manager of Sales Corner, VIP road, Vadodara, telling him that some of the air conditions which you had ordered from their firm have reached you in a damaged condition. Demand replacement or suitable compensation. Invent necessary details. **07**

OR

(b) What are the criteria for selecting for selecting an appropriate communication channel? **07**

Q.3 (a) You are the coordinator of English drama club, and you want to stage 'Hamlet' by Shakespeare this Saturday. Write a letter to Welfare Division to book the auditorium and get the arrangements done for light and sound system. **07**

(b) What is a press conference? How will you prepare for a press conference? **07**

OR

Q.3 (a) As a general secretary of your college, draft an annual report of the Youth Festival activities done during the academic year 2013-2014, to your principal. **07**

(b) Write Make the nouns from the following words:

07

(1) Arrive

(2) Write

(3) Examine

(4) Derive

(5) Swim

(6) Speaking

(7) Hospitalize

Q.4 (a) What are the ways and means of conducting meeting successfully?

07

(b) What are the points you need to keep in mind while preparing the title of a research paper?

07

OR

Q.4 (a) Describe different forms of group communication with its purpose, structure, characteristics and procedure.

07

(b) Discuss positive and negative impact of technology-enabled communication?

07

Q.5 (a) Advertisement in newspaper:

07

Prudential Insurance Company seeks personable, college trained person to manage office of seven employees. Candidates holding MBA degree with good communication ability and knowledge of office procedures are required as a Manager. Please send an application with resume to the Human Resource Department, P.O.Box 330, Rajkot.

(b) Give one word substitute for the following:

07

(1) Lack of enough blood

(2) Walking in sleep

(3) Person who collects coins

(4) Official in charge of museum

(5) The act of killing ones wife

(6) A person who does not believe in religion

(7) One who cannot be corrected

OR

Q.5 (a) How are letters, memos, and emails different from each other? Do they any similarity? Explain.

07

(b) What is the purpose of conference? Explain its planning and preparation.
