

C.U.SHAH UNIVERSITY

WADHWAN CITY

University (Winter) Examination -2013

Course Name :BLISc Sem-I**Subject Name: -Communication & Technical Writing****Duration :- 2:30 Hours****Date : 09/12/2013****Instructions:-**

- (1) Attempt all Questions of both sections in same answer book / Supplementary.
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places.
- (5) Assume suitable & Perfect data if needed.

SECTION I

Que:1 Do as directed: (07)

- | | | |
|------|--|---|
| i) | A wide variety of computers were on display. (Correct the Sentence) | 1 |
| ii) | He must answer the question with skill.
(Rewrite the sentence using adverb form of 'Skill') | 1 |
| iii) | Mr. Jadav is repairing this car for last three months. (Correct the Sentence) | 1 |
| iv) | My friend died _____ typhoid. (Insert appropriate preposition) | 1 |
| v) | Explain the terms: Channel, Kinesics, Paralanguage | 3 |

Que:2 (a) What is 'barrier' in communication? Explain any four barriers with relevant examples which make communication ineffective? (05)

Que:2 (b) What are the basic principles of writing effective business letters? Discuss in detail with suitable examples. (05)

Que:2 (c) Differentiate between Oral Communication and Written Communication. (04)

OR

Que:2 (a) Define 'Communication'. Explain the various levels of communication with relevant examples. (05)

Que:2 (b) Explain the different types of audio – visual aids which are used in making presentation effective. (05)

Que:2 (c) Write a detailed note on "Group Discussion – as a part of selection process". (04)

Que:3 (a) You have been invited as a Chief Guest at the inauguration function of Library and Information Center recently established in your city. Draft a suitable speech you would like to make on this occasion. (07)

Que:3 (b) As a chief librarian of E- library of Sri Ram Engineering College, Noida, is placing and order of necessary books for the B. Tech. students of its college. Draft a suitable letter to Tech – Max Publication Limited, Pune. (07)

OR

Que:3 (a) Draft a letter to be sent to the Principals to boost up a sale of recently launched educational CDs prepared for Higher secondary school students. (07)

Que:3 (b) Write a detailed note on 'Effective use of Manuals & Handbooks'. (07)



SECTION II

Que:4 Explain the following terms in brief: (07)

- i) Personality
- ii) Leadership
- iii) Glossary
- iv) Synopsis
- v) Acknowledgements
- vi) Summary
- vii) Index

Que:5 (a) Write a note on how one can increase a level of employability in the state. (05)

Que:5 (b) "Personality of the person leads to the highest peak of success" – Justify the statement. (05)

Que:5 (c) Differentiate between Informational Reports and Interpretive Reports. (04)

OR

Que:5 (a) Explain the various types of interviews with examples. (05)

Que:5 (b) What are the soft skills? Explain "Interpersonal Skills" with suitable examples. (05)

Que:5 (c) Enlist a various components of formal reports. (04)

Que:6 (a) Write a report giving your opinions about "Teaching of LSRW Skills should be introduced to the High School students of Gujarat". Address your report to the Commissioner of Education Department, Gujarat State. (07)

Que:6 (b) Reliance Pvt. Industries Limited , Mumbai invites applications for the Deputy Managers for its Dubai Branch. Prepare a suitable resume for the position you would like to apply. (07)

OR

Que:6 (a) Write a detailed report on "Should India organize Olympic Games in 2020?" Prepare a feasibility report that can be sent to the Hon. Minister of Sports, Government of India, New Delhi. (07)

Que:6 (b) Wanted – 100 Voice Agents for Idea Pvt. Limited, Ahmedabad. Draft a neat and clean resume that can be sent to the HR Officer of the company. (07)

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