

**C.U.SHAH UNIVERSITY**

WADHWAN CITY

University (Winter) Examination -2013

Course Name :B.Tech Sem-I

Duration :- 2:30 Hours

Subject Name: -Professional Communication

Marks :70

Date : 18/12/2013

**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:**

- i) Explain the terms: a) Formal Communication b) Attention line (02)
- ii) Differentiate between Upward and Downward flow of communication. (02)
- iii) Explain the terms: a) Grapevine b) Haptics c) Accent (03)

Que:2 (a) What is ‘barrier’ in listening? Explain any two barriers of listening with relevant examples. (05)

Que:2 (b) “Language is an essential tool of communication” Justify the statement and explain any two characteristics of language. (05)

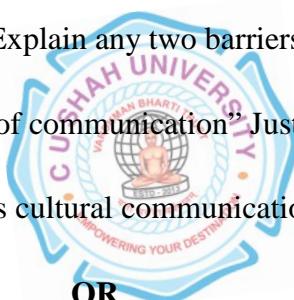
Que:2 (c) Discuss the importance of cross cultural communication in the era of Globalization (04)

**OR**

Que:2 (a) Define ‘Communication’. Explain the process of communication with the help of diagram of it. (05)

Que:2 (b) Explain the various types of listening with relevant examples. (05)

Que:2 (c) Write a detailed note on “Kinesics”. (04)



Que:3 (a) You have been invited as a Chief Guest at the inauguration of a national level business exhibition “Business Expo – 2013”, in your town. Draft a suitable speech you would like to make on this occasion. (07)

Que:3 (b) What is persuasion? Discuss the importance of Logos, Pathos and Ethos in communication with two examples on each. (07)

**OR**

Que:3 (a) Explain the nuances of delivery in presentation with suitable example (07)

Que:3 (b) Write a detailed note on ‘The various kinds of Audio – Visual Aids used in effective Presentation Skills. (07)



## SECTION II

**Que:4 Answer the following questions:**

- i) Explain the terms: a) Cohesion b) Coherence c) Topic Sentence (03)
- ii) Differentiate between personal letters and business letters (02)
- iii) How many vowels and consonants are there in English Language? (02)

**Que:5 (a) What is paragraph? Discuss the attributes of a good paragraph.** (05)

**Que:5 (b) Discuss in details the various techniques of reading.** (05)

**Que:5 (c) Do as directed:** (04)

- i) It has been raining \_\_\_\_\_ the morning. (Insert correct preposition)
- ii) Why did you eat all the mangoes? (Change the voice)
- iii) Sight, Cite (Write one meaningful sentence from each word )
- iv) Not natural or real (Give one word for it)

**OR**

**Que:5 (a) Develop a dialogue between a doctor and a patient for appointment.** (Minimum 10 dialogues) (05)

**Que:5 (b) Construct a coherent paragraph using deductive approach on ‘The medium of Instructions should be in English in colleges.’** (05)

**Que:5 (c) Do as directed:** (04)

- i) I \_\_\_\_\_ a car since my youth. (Use appropriate verb form of ‘Not + Learn’)
- ii) Did you write an assignment last week? (Change the voice)
- iii) Rice, Rise (Make a meaningful sentence from each word to differ a meaning)
- iv) Nowadays his son is \_\_\_\_\_ Africa. (Use correct preposition)

**Que:6 (a) Write Phonetic Transcription for the given below words.** (07)

- |              |               |
|--------------|---------------|
| (i) Unity    | (ii) Chimney  |
| (iii) Violin | (iv) Clothing |
| (v) Person   | (VI) Shining  |
| (VII) Smell  | (VIII) Water  |

**Que:6 (b) C.U.Shah College of Engineering & Technology is inviting quotation for establishing a new Power Electronics Lab for higher semester students. Draft a suitable letter to one of the leading dealers in Pune. (Use Semi Block Layout)** (07)

**OR**

**Que:6 (a) Write Phonetic Transcription for the given below words.** (07)

- |                 |                |
|-----------------|----------------|
| (i) Bookish     | (ii) knowledge |
| (iii) Principal | (IV) Snake     |
| (V) Violet      | (VI) Science   |
| (VII) Notice    |                |

**Que:6 (b) As a Purchase Manager of the company, you had ordered for 50 LCD computers to one of the suppliers. After examining the order, you find that some of the goods were in damaged condition. Draft a suitable letter for it. (Use Semi Block Layout style)** (07)

**\*\*B\*\*\*\*\*18\*\*\*\*\*TECH\*\*\*\***

