

C. U. SHAH UNIVERSITY
WADHWAN CITY
SUMMER EXAMINATION-2015

Branch: B.Sc. (All)**Semester: IV****Subject Code: 4SC04PC1****Subject: Professional Communication Skills****Instructions:**

1. Make suitable assumptions wherever necessary.
 2. Figures to the right indicate full marks.
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Section-1

Q.1 Do as Directed.

(A) Use the following homonyms in sentences for easy understanding. (Any Four Pair) **(04)**

1. Pulse, Pulse
2. Beam, Beam
3. Book, Book
4. Cricket, Cricket
5. Date, Date

(B) Use the following homophones in sentences so that meaning of each can be understood clearly (Any three Pair). **(03)**

1. Dear, Deer
2. Principle, Principal
3. Floor, Flour
4. Stare, Stair

Q.2 (A) Explain the importance of Behavioral Communication in Professional World. **(05)**(B) Define Verbal and Non-Verbal Communication and give the difference between the two. **(05)**(C) Discuss the Types of Behavioral Communication in detail. **(04)**

OR

Q.2 (A) Write a review of the Movie P. K and highlight the aspects of non-verbal communication used in the Movie. **(05)**(B) Define etiquette. Explain types of etiquettes. **(05)**

(C) Complete the following story:

One beautiful spring morning, a merchant loaded his donkey with bags of salt to go to the market in order to sell them. The merchant and his donkey were walking along together. They had not walked far when they reached a river on the road. Unfortunately, the donkey slipped and fell into the river and noticed that the bags of salt loaded on his back became lighter... **(04)**

Q.3 (A) Illustrate the essentiality of Audio-Visual Aids in Presentation. **(07)**(B) Explain various modes of delivery of Presentation. **(07)**

OR

- Q.3 (A) What is Report? Explain the characteristics of Report. **(07)**
(B) "The mother is the most prominent figure in an Indian home". Justify the statement in context of the Poem "The Night of Scorpion". **(07)**

Section-2

- Q.4 Do as directed. **(07)**
1 Change the voice. (Change the voice.)
2 Many students have only _____ knowledge of the subject that they study. (superfluous/superficial)
3 The staff _____ taken its decision. ('has' or 'have'.)
4 Find one word substitute for 'A bunch of flowers'.
5 Someone has changed the computer entries during my absence. (Change the voice.)
6 Before the doctor arrived, the patient _____. (Use proper form of 'to die'.)
7 The phone rang while I _____ dinner. (Have)

- Q.5 (A) How do you measure grooming as an important element to survive in the professional world? **(04)**
(B) Upanayan Furniture, Baroda wish to purchase steel furniture from Atmiya steels, Bombay. Draft a suitable letter of inquiry from Upanayan Furniture. (Use Block layout form). **(10)**

OR

- Q.5 (A) On behalf of a leading publishing house, draft a suitable reply (in block layout form) to M/s. Shah Book Depot, Ahmedabad, who have complained about late delivery of books. Elaborate the reasons for late delivery, offer special discount and assure timely supply of articles in future. **(10)**
(B) What are the objectives behind drafting a report? **(04)**

- Q.6 (A) What is the central theme of Anton Chekhov's "A Marriage Proposal"? Discuss. **(07)**
(B) What is the message of the poem "The Lamb"? Elaborate. **(07)**

OR

- Q.6 (A) Justify the title of the poem "The Pulley". **(07)**
(B) As the Purchase Manager of Digital Computers, Ashram Road, Ahmedabad-390001, you had ordered two dozen personal computers from Hindustan Computers Limited (HCL), M. G. Road, Hyderabad-500001. On receiving the consignment, you found some of the parts damaged. Write a complaint letter to the Sales Manager of HCL, Hyderabad, asking him for replacement. **(07)**
