Enroll	ment No:		
	C.U.SHAH	UNIVERS	ľľY
	Winter Exa	mination-201	15
Subjec	t Name: Professional Communication	n	
Subjec	t Code: 4TE01PRC1		Branch: B.Tech (All)
Semest		ime: 10:30 To 01:30	Marks: 70
Instruct		y other electronic instr	rumant is prohibited
	Use of Programmable calculator & an Instructions written on main answer b	•	-
	Draw neat diagrams and figures (if ne		=
	Assume suitable data if needed.		
1	Each of the following questions ha	as four ontions Choo	se the most annronriate
-	option from it and rewrite the sen	_	se the most appropriate
a)	-		
ĺ	i) 20 ii) 24		
b		and is present?	
	i) / u / ii) / u: /		
c)	· · · · · · · · · · · · · · · · · · ·	er runs very swiftly. T	he underlined word in this
	sentence is i) Adverb ii) Noun	iii) Adiactiva	iv) Conjunction
Ą			
u _.	The noun form of the word 'Enjoy' i) Joy ii) Joyful	iii) Eniovment	iv) Enjoving
e)			
,	i) Labour ii) Coolie	iii) Plumber	iv) Care taker
f)	Which pair of the words in the follo	wing will be known as	
		<u>*</u>	iv) beg: bag
g			
•	i) Logos ii) Ethos	iii) Pathos	iv) Karros
h	±	ty', the primary stress i iii) /s/	
i)	i) / j / ii) / v / He is doing <u>his</u> work excellently. Th	,	iv)/t/
1)	i) Noun ii) Preposition		iv) Adjective
j)	· •	/	, ,
J/	i) Adjective ii) Adverb	iii) Pronoun	iv) None
k]		· · · · · · · · · · · · · · · · · · ·	,
	·		
	i) Adjective ii) Adverb	iii) Pronoun	iv) None
1)	When the CEO of the company is co	ommunicating to his se	ecretary, is called



iii) Horizontal

iv) Diagonal

ii) Downward

flow of communication.
i) Upward ii) I

m) In business letters, the c.c. means _____.

	n)	i) Copy Canceled ii) Copy Circulated iii) Copy Communicated iv) None	
	n)	To describe the activities which will be finished in future time, we usetense.	
		i) Present Perfect ii) Future Perfect iii) Future Continuous iv) None	
Atten	npt any f	Cour questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14)
	(a)	What is barrier in listening? Explain the barriers of listening with relevant examples.	(07)
	(b)	What is Cross Cultural Communication? Discuss the importance of cross cultural	(07)
		communication in present scenario.	
Q-3		Attempt all questions	(14)
	(a)	Fill in the blanks using the appropriate form of the verbs given into the	(07)
		brackets:	
		i) Mr. X to the meeting yet. (not + report)	
		ii) Please call the principal immediately. The parents outside the office. (wait)	
		iii) Yashvi just from Udaipur. She is not feeling well now.	
		(return)	
		iv) you his favourite song on birthday party last week? (sing)	
		v) We to Kottayam by tomorrow morning. (reach)	
		vi) My step father to Germany fours year ago. (be) vii) The stars always at night. (shine)	
	(b)	Write a meaningful sentence from each word given below so that it gives different	(07)
	(~)	meaning:	(01)
		i) on, own	
		ii) night, knight	
		iii) Mole, Mall iv) Hare, Hair	
		v) Break, Brake	
		vi) Week, Weak	
		vii) Weight, Wait	
Q-4		Attempt all questions	(14)
Ų-Ŧ	(a)	Define Communication. Write a detail note on 'Process of Communication'.	(07)
	(b)	Write a telephonic conversation takes place between shop owner and the customer	(07)
		for sending wrong washing machine to him. (Minimum 15 dialogues)	
Q-5		Attempt all questions	(14)
	(a)	What is Comprehensive skills? Discuss the reasons for poor comprehensive skills.	(07)
	(b)	Discuss any TWO methods of delivery of presentations with its merits and demerits.	(07)
Q-6		Attempt all questions	(14)
	(a)	Write Short notes on:	(10)
		i) Flow of Communication ii) Principles of Writing Business Letters	



	(b)	Write phonetic transcriptions for the following words:		
		1) College 2) Beggar 3) Train 4) Cow		
Q-7		Attempt all questions	(14)	
	(a)	Construct a coherent paragraph on "Words are mightier than swords."	(07)	
	(b)	As a Purchase Manager of Hasmukh Traders, Mehsana, write a letter of placing an order to one of the authorized dealers in Delhi, asking for various home furniture required for your show room as festive season is near. (Use Modified Block Style)	(07)	
Q-8		Attempt all questions	(14)	
-	(a)	Write a letter of inviting a quotation for 100 computer systems you need for starting a latest computer center in your college. Address your letter to HCL Pvt. Ltd., Kachibowli, Hyderabad. (Use Modified Block Style)	(07)	
	(b)	Discuss the main principles of writing business letters.	(07)	