

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

**Subject Name: Professional Communication**

**Subject Code: 4TE01PRC1**

**Branch: B.Tech (All)**

**Semester: 1**

**Date: 30 / 11 / 2015**

**Time: 10:30 To 01:30**

**Marks: 70**

**Instructions:**

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

**Q-1**      **Each of the following questions has four options. Choose the most appropriate option from it and rewrite the sentence.**      **(14)**

- a) In English Spoken language, there are total \_\_\_\_\_ sounds.  
 i) 20                      ii) 24                      iii) 44                      iv) 46
- b) In the word 'cool', which vowel sound is present?  
 i) / u /                      ii) / u: /                      iii) / i: /                      iv) / O /
- c) A tall boy who is my younger brother runs very swiftly. The underlined word in this sentence is \_\_\_\_\_.  
 i) Adverb                      ii) Noun                      iii) Adjective                      iv) Conjunction
- d) The noun form of the word 'Enjoy' is \_\_\_\_\_.  
 i) Joy                      ii) Joyful                      iii) Enjoyment                      iv) Enjoying
- e) The person who helps passengers to carry their luggage is known as \_\_\_\_\_.  
 i) Labour                      ii) Coolie                      iii) Plumber                      iv) Care taker
- f) Which pair of the words in the following will be known as homophone?  
 i) Sun : son                      ii) Accept : Except                      iii) Bad: bed                      iv) beg : bag
- g) When you appeal any person by your emotions, is known as \_\_\_\_\_.  
 i) Logos                      ii) Ethos                      iii) Pathos                      iv) Karros
- h) When we speak the word 'University', the primary stress is given on sound \_\_\_\_\_.  
 i) / j /                      ii) / v /                      iii) /s/                      iv) / t /
- i) He is doing his work excellently. The underlined word in this sentence is \_\_\_\_\_.  
 i) Noun                      ii) Preposition                      iii) Pronoun                      iv) Adjective
- j) Meera dances gracefully on the stage. The underlined word in this sentence is \_\_\_\_\_.  
 i) Adjective                      ii) Adverb                      iii) Pronoun                      iv) None
- k) Rakesh is more fluent in speaking English. The underlined word in this sentence is \_\_\_\_\_.  
 i) Adjective                      ii) Adverb                      iii) Pronoun                      iv) None
- l) When the CEO of the company is communicating to his secretary, is called \_\_\_\_\_ flow of communication.  
 i) Upward                      ii) Downward                      iii) Horizontal                      iv) Diagonal
- m) In business letters, the c.c. means \_\_\_\_\_.  
 i) Adjective                      ii) Adverb                      iii) Pronoun                      iv) None



- i) Copy Canceled    ii) Copy Circulated    iii) Copy Communicated    iv) None
- n) To describe the activities which will be finished in future time, we use \_\_\_\_\_  
tense.
- i) Present Perfect    ii) Future Perfect    iii) Future Continuous    iv) None

**Attempt any four 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 communication in present scenario. (07)
- Q-3 Attempt all questions (14)**
- (a) **Fill in the blanks using the appropriate form of the verbs given into the brackets: (07)**
- 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 four years ago. (be)
- vii) The stars always \_\_\_\_\_ at night. (shine)
- (b) Write a meaningful sentence from each word given below so that it gives different meaning: (07)
- 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)**
- (a) Define Communication. Write a detail note on 'Process of Communication'. (07)
- (b) Write a telephonic conversation that takes place between shop owner and the customer for sending wrong washing machine to him. (Minimum 15 dialogues) (07)
- Q-5 Attempt all questions (14)**
- (a) What are 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: (04)  
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)

