

Enrollment No: \_\_\_\_\_ Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2016

**Subject Name: Professional Communication**

**Subject Code: 4TE01PRC1**

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

**Semester: 1**

**Date: 18/04/2016**

**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.
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**Q-1 Choose the suitable answer for the following. (14)**

- a) The person who sends the message is:
  - a) encoder
  - b) decoder
  - c) receiver
  - d) postman
- b) Success of message is evaluated through:
  - a) channel
  - b) sender
  - c) language
  - d) feedback
- c) Person who does not believe in the existence of God:
  - a) Theist
  - b) Heretic
  - c) Atheist
  - d) Fanatic
- d) A body paragraph should always be
  - a) well developed, with adequate examples.
  - b) five to seven sentences.
  - c) ten or more sentences.
  - d) only three or four sentences.
- e) The concluding paragraph
  - a) should always end with the restated thesis.
  - b) should be your longest paragraph.
  - c) should restate all your main ideas again.
  - d) should begin with a restated thesis.



- f) On what characteristic do vowels and consonants primarily differ?
- tongue placement
  - air constriction
  - voicing
  - amount of airflow
- g) The aim of cross-cultural communication training is to:
- develop business etiquette
  - improve behaviour
  - give social status
  - create strong cultural ties
- h) She asked me if I wanted to go to the cinema, but I worked in the garden the whole day and all I wanted to do was go to bed.
- was working
  - had worked
  - had been working
  - worked
- i) Our task had been completed before sunset. (Choose appropriate active voice.)
- We completed our task before sunset.
  - We have completed our task before sunset.
  - We complete our task before sunset.
  - We had completed our task before sunset.
- j) Sales promotion letters are kind of
- personal
  - business
  - friendship
  - informal
- k) Complimentary close should be in accordance with
- salutation
  - body
  - heading
  - subject
- l) Pseudo listening is:
- attentive
  - inattentive
  - intensive
  - extensive
- m) Listening is an acquired:
- skill
  - quality
  - feature
  - thing
- n) She offered me an apple, but I wasn't hungry as I have just eaten lunch.
- had just eaten
  - was just eating
  - just ate



d) have just eaten

**Attempt any four questions from Q-2 to Q-8**

- Q-2**            **Answer the following questions.**
1. Define communication. State objectives and characteristics of communication. (08)
  2. What is barrier? Write different barriers of Listening. (06)
- Q-3**            **Answer the following questions.**
1. Explain with examples networks of formal communication. (08)
  2. What are the characteristics of a good listener? (06)
- Q-4**            **Answer the following questions.**
1. Write at least eight sentences of your everyday activities. (08)
  2. What are the conflict and tactics' of cross cultural communication? (06)
- Q-5**            **Answer the following questions.**
1. What are the skills and mode of delivery need for a presentation 'Save Trees'? Explain with example. (08)
  2. Differentiate Personal letter with Business letter (06)
- Q-6**            **Answer the following questions.**
1. Rainbow Industries from GIDC, Vatva, Ahmadabad wants to purchase machine tools from Toshiba Tools Firm, M.G. Road, Mumbai. On behalf of Rainbow industries, you are given the responsibility to write a letter of inquiry regarding the industrial tool. Draft the letter. (08)
  2. What is a paragraph? Explain different types of paragraphs with examples. (06)
- Q-7**            **Answer the following questions.**
1. Explain different techniques of Reading skills with examples. (08)
  2. Explain the terms, Pathos and Kairos with examples. (06)
- Q-8**            **Answer the following questions.**
1. Explain the terms, Ethos and Logos with examples. (06)
  2. Write dialogues for opening an account in a bank. (04)
  3. Write a note on: The importance of non-verbal elements in presentation (04)

