

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.
-

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)

