

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Professional Communication

Subject Code: 4TE01PRC1

Branch: B. Tech. (All)

Semester: 1

Date: 20/03/2017

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 (A) Each of the following question has four options. Choose the most appropriate options from the given and write answer of it. (10)

1. Chronemics is a _____ base communication.
a) Touch b) Distance c) Time d) feelings
2. That boy plays football daily. The underlined word in the sentence is _____.
a) Noun b) Adverb c) Adjective d) Pronoun
3. When an engineer submits a lab report to his head, known as _____ flow of communication.
a) Upward b) Downward c) Horizontal d) None
4. Hiral will not join tomorrow's function, _____?
a) Won't he b) Won't she c) Does she? d) Will she?
5. Which is a collective noun from the following?
a) Cow b) Physics c) Economics d) Cattle
6. Maulik _____ play football every Sunday.
a) Do not b) is not c) does not d) did not
7. My elder brother is _____ M. Tech. student of this department.
a) the b) an c) a d) no article
8. One should do _____ work by own.
a) His b) one's c) once d) her



9. The opposite of the word 'memorized' is _____.
- a) Memory b) forgive c) forgetful d) Mentored
10. _____ of the boys learns French in this class.
- a) All b) Some c) Each d) Someone

Q-1 (B) Match Column 'A' with Column 'B' in appropriate manner: (04)

Column 'A'	-	Column 'B'
i) Haptics	-	a) Paralanguage
ii) Kinesics	-	b) Nearness
iii) Proxemics	-	c) Touch based
iv) Rhythm	-	d) Time
	-	e) Body Movement

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

- Q-2 (A) What is Logos and pathos? Explain how it helps us in professional Communication? (07)**
- Q-2 (B) Write a coherent paragraph in about 75 words on 'I would like to be a professor of Communication skills because.....' (07)**
- Q-3 (A) Define communication. Discuss the various levels of communication. (07)**
- Q-3 (B) What is cross cultural communication? Discuss the importance of it in present time. (07)**
- Q-4 (A) Write a detailed note on the techniques of reading. (07)**
- Q-4 (B) Define listening. Explain any three types of listening. (07)**
- Q-5 (A) What is paragraph? Explain the characteristics of good paragraph. (07)**
- Q-5 (B) Write a meaningful sentence from each confusable so as to give different meaning to it. (07)**
- i) book, book
- ii) night, knight
- iii) saw, so
- iv) cattle, kettle
- v) no, know
- vi) letter, later



vii) accept, except

- Q- 6 (A) Fill in the gaps using appropriate form of the verbs given into the brackets. (07)**
1. 'Don't disturb me!' I _____ my work. (read)
 2. When we _____ at reception, they _____ their dinner. (reach, finish)
 3. See, this crow _____ badly now. (chirp)
 4. I _____ to meet you yesterday, but your father _____ (wish, deny)
 5. _____ you ever _____ Nainital yet? (visit)
 6. I am reading this new story. I _____ it by tomorrow evening. (complete)
 7. _____ you _____ ice cream with *Thandai*? (like)
- Q-6 (B) Write a telephonic conversation that takes place between a librarian and student, asking about issue return time of books in library. (Minimum 10 dialogues) (07)**
- Q-7 (A) As a Head of the Department of Electrical Engineering, write a letter to XYZ Pvt. Ltd. Company, Noida, asking about sending quotations for instruments you need to establish laboratory for first year students. (Use Modified Block Style) (07)**
- Q-7 (B) Discuss the importance of Audio – Visual aids in Presentation Skills. (07)**
- Q-8 (A) As a proprietor of the company, write a letter of adjustment to the supplier of electronic gadgets who had sent you the defective items. (Use Complete Block Style) (07)**
- Q-8 (B) Draft an order letter that is to be sent to Vardhman Computers Pvt. Ltd. Andheri, Mumbai for demanding 50 computers for setting up a new lab in your college. Also mention other relevant details for the same. (Use Modified Block Style) (07)**

