

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)**

