

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Communication Skills in English-I

Subject Code : 4CO03CSE1

Branch: B.Com

Semester : 3

Date : 28/03/2018

Time : 02:30 To 05:30

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

Attempt the following questions:

(14)

- a) What do you mean by 'Communication'?
- a) To share b) To apply c) To define d) To hearing
- b) The word communication comes from the.....
- a) Greek b) Latin c) America d) India
- c) Communication between human being and non-human entities is known as a/an.....
- a) Intrapersonal communication b) Extra personal communication
c) Interpersonal communication d) Organizational communication
- d) Which of the following is the purpose of formal letter?
- a) To inform b) To enquire c) To order d) All of these
- e) Which of the following notion comes first in letter writing?
- a) Addressee b) Attention c) Enclosure d) Reference
- f) Which of the following step is require to the planning of the formal letter?
- a) Being clear with the purpose b) Understanding the massage
c) Knowing the reader d) Deciding whether a response is required
- g) Who has written the Old Man and The Sea?
- a) Hemingway b) Kafka c) James Joyce d) W. James
- h) What is the main theme of The Old Man and the Sea?
- a) Realism b) Struggle c) Awareness in society d) none of these
- i) Which of the following is the main hero of The Old Man and The Sea?
- a) James b) Santiago c) Tunes d) Hemingway



- j) Which of the following element of letter is depending on the purpose and the audience?
- a) Clarity of purpose b) Audience awareness
c) Deciding the content d) None of these
- k) Which of the following has its own vocabulary of acronyms?
- a) Letter b) E-mail c) Resume d) Memo
- l) What is the full form of the E-mail?
- a) Electronic mail b) Excesses mail c) Entreat mail d) none of these
- m) The Old Man and The Sea was set in.....
- a) Cuba b) America c) Ontario d) Africa
- n) Who among the following is known as American novelist?
- a) Rabindranath Tagore b) Ernest Hemingway
c) Arundhati Roy d) Virginia Woolf

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

- Q-2 Explain differences between an Extra personal Communication and an Intra Personal Communication. (14)**
- Q-3 Write short notes on: (14)**
a) Functions of communication
b) Process of Communication
- Q-4 Discuss different levels of Communication (14)**
- Q-5 Explain thematic analysis of *Old man and the Sea* (14)**
- Q-6 What is Oral Communication? Give the characteristics of oral Communication. (14)**
- Q-7 Write short notes on: (14)**
a) Mass communication
b) Struggle of Santiago
- Q-8 Explain title of *Old man and the Sea* (14)**

