

C. U. SHAH UNIVERSITY
Summer Examination-2018

Subject Name: Communication and Soft Skills

Subject Code: 4AH01CSS2

Branch: B.Lib.I.Sc.

Semester: 1

Date: 27/03/2018

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.

Q-1. Attempt the following questions: 14

- a) The word 'communication' has been derived from _____ word.
a. a French b. a Latin c. an English
- b) 'Communication' means to share _____.
a. house b. dress c. thoughts
- c) Which of the followings usually aims at conveying sympathy?
a. presentation b. conference c. condolence meeting
- d) Which of the followings is considered as the mother of all speaking?
a. listening b. speaking c. reading
- e) To communicate effectively on telephone which of the followings should be taken care of?
a. speak roughly b. call at any time c. plan and prepare call
- f) The chairperson plans, hosts, and leads a _____.
a. seminar b. conference c. meeting
- g) Which of the followings generally includes the venue, date, time and agenda?
a. memo b. report c. notice
- h) Effective body language requires _____.
a. graceful movements b. standing like statue c. careless movements
- i) Which of the followings involves touch?
a. proximity b. paralanguage c. haptics
- j) Tone and voice can be one of the manner of
a. proximity b. paralanguage c. haptics
- k) Paralanguage concerned with
a. distance / space b. touch c. tone and voice
- l) Literacy is essential in which type of communication?
a. oral b. written c. non-verbal
- m) "The Annual Function will be held on 25th March at 6 p.m. in the office premises" can be a line of _____.
a. a report b. a memo c. a notice
- n) In non-verbal communication the word 'proximity' denotes to _____.
a. the space and distance maintained b. touch c. tone and voice

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

Q-2 Attempt all questions (14)

- a) Differentiate between verbal and non-verbal communication. (5)



- b) Write the differences between oral and written communication. (5)
c) Write a short note on condolence meeting. (4)
- Q-3 Attempt all questions (14)**
a) Write a short note on body language. (5)
b) What do you understand by communication? Write the definition of communication and draw its diagram. (5)
c) Discuss memo. (4)
- Q-4 Attempt all questions (14)**
a) Write an office memo warning an employee against his habit of reading newspapers and magazines during office hours. (5)
b) Write a letter to a bookseller ordering him to supply some books for your library. (5)
c) The assistant librarian is reporting late since last five days. As the head librarian write a memo. (4)
- Q-5 Attempt all questions (14)**
a) Write a notice informing the Library Science students about the changes in the schedule of their practical examination. (5)
b) Write a memo warning an employee on account of being habitually late. (5)
c) Write a letter to a publisher enquiring the terms and conditions for ordering some books. (4)
- Q-6 Attempt all questions (14)**
a) Write in detail some tips for effective telephonic conversation. (7)
b) Write the tips for effective presentation skills. What roles do body language and voice qualities play in presentation? (7)
- Q-7 Attempt all questions (14)**
a) Write in detail the meaning and importance of meeting. (7)
b) What is report? Write clearly your idea annual report, event report and daily report. (7)
- Q-8 Attempt all questions (14)**
a) Explain in detail non-verbal communication. (7)
b) What is good questioning and listening skills? Explain. (7)

