

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2017

Subject Name : Communication and Research Skills

Subject Code : 5CS01WRS1

Branch: M.Sc.I.T. (WebTech)

Semester : 1

Date : 31/03/2018

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and 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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SECTION – I

Q-1 Attempt the Following questions (07)

- a. Define the word: Communication
- b. What is decoding?
- c. Write the seven Cs of letter writing.
- d. What is documentary memo?
- e. What is the purpose of sales letter?
- f. Extra personal communication means...
- g. Explain the role of 'Feedback' in communication.

Q-2 Attempt all questions (14)

- A** What is non-verbal communication? Explain in details.
- B** ABC industries Ltd. Gurgaon, has decided to replace the furniture and its Marketing and Human Resources Development Division. As the Office Manger, write a memo to the purchase Officer to identify the items of furniture to be replaced, identify the supplier, and submit a memo containing all the related details for administrative approval. Mark a copy of this memo to the Finance Manager.

OR

Q-2 Attempt all questions (14)

- A** Identify and explain a communication barrier which may hinder each of the process components given in the schmetic representation of the human communication process.
- B** As the Purchase Manager of C U Shah University, Wadhwan-363030, Gujarat. Draft an order letter to ABC Ltd, Rajiv Gandhi Marg Delhi. About newly designed 50, Inverter Air Conditioners. .

Q-3 Attempt all questions (14)

- A** Why communication is important in an organization? Describe.



- B** As the Personal Manager of a multinational firm, draft an email to be sent to those candidates who were not selected in the interview conducted a few days before. Take care not to be courteous and sympathetic while conveying the negative message.

OR

Q-3

- A** Draft a Job Application:
ABC Insurance Company seeks personable, college trained person to manage office of five employees. People skills and good communication ability must. Knowledge of office producers and Word Processing essential. Send an application within 10 days to Human Resource Office, P.O. Box 719, Wadhwan city.
- B** Prepare an investigative report on faulty selling of ABC LED television.

SECTION – II

Q-4

Attempt the Following questions

(07)

- a. Define the term: Research.
- b. Why is research known as the academic activity?
- c. What is motivation in research?
- d. Which research has aim to find a solution of immigrate problem?
- e. What is pure research?
- f. What are two basic approaches of research?
- g. What are the methods of secondary data collection?

Q-5

Attempt all questions

(14)

- a Explain the different approaches of the research in brief.
- b Write the types of research and explain Quantitative versus Qualitative research.

OR

Q-5

- a Explain the research process with its flow chart.

(14)

Q-6

Attempt all questions

(14)

- b Explain the role of scientific method in research.
What are the several ways of collecting the data?

OR

Q-6

Write comparative notes on:

- a Applied vs Fundamental research
- b Descriptive vs Analytical research

