

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2018

Subject Name : Professional Communication

Subject Code : 4TE01PRC2

Branch: B.Tech (All)

Semester : 1

Date : 26/11/2018

Time : 2:30 To 5:30

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**                      **Each of the following questions has three options. Choose the most appropriate options from the given and write answer of it.**                      **(14)**

- a) Which signature is the most formal?
  - A. Love,
  - B. Yours faithfully,
  - C. Wishes
- b) Downward communication flows \_\_\_\_\_
  - A. between employees with same status
  - B. from Superior to subordinate
  - C. from Subordinate to superior
- c) The meaning conveyed by the use of body movement in communication is called \_\_\_\_\_.
  - A. Chronemics
  - B. Kinesis
  - C. Proxemics
- d) Which of the following behaviors are parts of active listening?
  - A. asking for clarification
  - B. nodding head and making eye contact
  - C. both A and B
- e) What is the first sentence of a paragraph called?
  - A. The topic sentence
  - B. The Exclusive sentence
  - C. The introduction sentence
- f) Which of these is not a type of Listening?
  - A. Appreciative Listening
  - B. Empathetic Listening
  - C. Musical Listening
- g) If you look at all headlines in a paper, what are you doing?
  - A. skimming
  - B. scanning



- C. finding author's point of view
- h) In a formal letter what is the name given to the address and date at the top?  
 A. Starting  
 B. Heading  
 C. Body
- i) Which parts of speech expresses a mild or sudden burst of emotion? Examples are wow!, Well, oh no..  
 A. Interjection  
 B. Preposition  
 C. Adjective
- j) If you are reading to find your team's score, are you \_\_\_\_\_  
 A. skimming  
 B. scanning  
 C. careful reading
- k) The statement **I have written a letter** belongs to which of these tenses?  
 A. Simple present tense  
 B. Present perfect tense  
 C. Present continuous tense
- l) Who became leading businesswoman in a story "Idealist at Twenty, Realist at forty"?  
 A. Ratna  
 B. Vinutha  
 C. Vimala
- m) If you didn't know the recipient's name, how would you address the person?  
 A. Hello  
 B. Dear sir/Madam  
 C. Dear Mr/ Mrs.
- n) Who passed away in a story "Death without Grief"?  
 A. Neighbor's brother  
 B. Neighbor's mother  
 C. Neighbor's dog

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

**Q-2 Attempt all questions (14)**

(a) **Fill in the blanks.** **7**

- 1) Sneha \_\_\_\_\_ to do social work. (like, likes, were liking)
- 2) Time and tide \_\_\_\_\_ for no man. (wait, waits, will wait)
- 3) She \_\_\_\_\_ very scared at yesterday. (was, will, is)
- 4) I \_\_\_\_\_ for extra classes last evening. (go, went, will going)
- 5) Manager of xyz Bank \_\_\_\_\_ on a phone every morning. (talks, talked, will talk)
- 6) The child \_\_\_\_\_ from pneumonia since last week. (has been suffering, suffered, suffers)
- 7) If he \_\_\_\_\_ hard, he will pass. (works, will work, worked)

(b) What is Communication? Explain the process of communication with a diagram. **7**

**Q-3 Attempt all questions (14)**

(a) **Identify the parts of speech of the underlined word.** **7**

1. The leopard is under the tree. (Preposition, conjunction, interjection)



2. Farmers had very poor crops this year.(adjective, adverb, noun)
3. If we finish our work quickly we can go to the movies.(adverb, verb, conjunction)
- 4.I'm sure I've met your father before. (adverb, verb, conjunction)
- 5.Will you please water the plants?( adverb, verb, conjunction)
- 6.Ouch, this dress is pinching me.( Preposition, conjunction, interjection)
- 7.The young girl brought me a very long letter from the teacher. (adjective, adverb, noun)
- (b) Discuss the theme of the story "Death without Grief". 7
- Q-4** **Attempt all questions** (14)
- (a) Write short note on any two of the following: 7
1. Kinesics 2.Proxemics 3. Chronemics
- (b) Define Listening. Discuss various types of listening. 7
- Q-5** **Attempt all questions** (14)
- (a) What is the meaning of a paragraph? Discuss the components of paragraph development. 7
- (b) Assume that you were in place of Sumitra in a story "*Life is an Examination*" what could be your approach to the life? 7
- Q-6** **Attempt all questions** (14)
- (a) **Write a meaningful sentence from each of the following words to differ its meaning.** 7
- 1.Cricket, cricket  
2.cue,queue  
3.desert,dessert  
4.no, know  
5.book, book  
6.play,play  
7.principal,principle
- (b) Write an enquiry letter about the fee structure of BE- Dr. Santanu Bhattacharya Open University for correspondence course. 7
- Q-7** **Attempt all questions** (14)
- (a) As the Manager of Hotel ABC spoon, Surat, write a complain letter to the Manager of XYZ, Ahemdabad, telling him that out of 50 pickets, 20 packages of the wires which you had ordered from their firm have reached you in a damaged condition. (Use Block layout ) 7
- (b) Draft a telephonic conversation between a Civil engineer and a customer for inquiring about the new hotel scheme to be launch at the Vastrapur, Ahemdabad. 7
- Q-8** **Attempt all questions** (14)
- (a) Write a note on Techniques of Reading with examples. 7
- (b) Discuss the Flow of Communication. 7

