

**C. U. SHAH UNIVERSITY**  
**Winter Examination-2018**

**Subject Name: Communication and Soft Skills**

**Subject Code: 4AH01CSS2**

**Branch: B.Lib.I.Sc.**

**Semester: 1**

**Date: 03/12/2018**

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

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

- a) Differentiate between verbal and non-verbal communication. (5)
- b) Write the difference 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) Write a letter to a bookseller ordering him to supply some books for your library. (5)
  - c) Write a letter to a publisher enquiring the terms and conditions for ordering some books. (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 memo warning an employee on account of being habitually late. (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) What do you understand by communication? Write the definition of communication and draw its diagram. (5)
  - c) Write about memo. (4)
- Q-6 Attempt all questions (14)**
- a) Write in detail about non-verbal communication. (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 about annual report, event report and daily report. (7)
- Q-8 Attempt all questions (14)**
- a) Write in detail some tips for effective telephonic conversation. (7)
  - b) What is good questioning and listening skills? Explain. (7)

