

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

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

**Subject Name: Communication and Research Skills**

**Subject Code: 5CS01WRS1**

**Branch: M.Sc.IT (WebTech)**

**Semester: 1 Date: 05/12/2018**

**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.

**SECTION – I**

**Q-1 Attempt the following questions. (7)**

- a) What is communication?
- b) What is encoding?
- c) What is decoding?
- d) Why do we write a memo?
- e) Define Research.
- f) How do we write date in business letter? Cite example
- g) What do you understand by haptics?

**Q-2 Answer in detail. (14)**

- a) Define communication. Write in detail about the role of verbal and non-verbal symbols in communication. 7
- b) Explain the process of communication step by step with diagram. 7

**OR**

- a) What are the barriers to effective communication? 7
- b) Write short notes on report, circular and notice. 7

**Q-3 Answer in detail. (14)**

- a) What is research? Write the nature and scope of research. 7
- b) What is hypothesis? Draft any two hypotheses you would like to work on. 7

**OR**

- a) Write a coherent paragraph on '*This is my most favourite book because.....*' 7
- b) What is Research Process? Explain the various steps of research process. 7

**SECTION – II**

**Q-4 Attempt the following questions. 7**

- a) What is paragraph?
- b) Define topic sentence.
- c) What do you understand by body language?
- d) Explain the term: cohesion
- e) What is Qualitative Research?
- f) What is paralanguage?
- g) What is Acknowledgement?

**Q-5 Attempt all questions. (14)**

- a) As a Head of the Department of Computer Science of K. B. Shah Science 7



college, place an order of 50 Computers and other equipment you require to establish a computer lab from the next academic year. Write a letter to Apex Computer Pvt. Ltd., Delhi. (Use Indented Style)

- b)** Write a notice to the students of the semester- I of your class whose attendance is below criteria of the university. **7**

**OR**

- a)** Airsay India Ltd. Delhi requires 10 trainee engineers for its Dubai branch. Prepare a suitable bio-data that can be sent to the HR Manager of the company. **7**

- b)** Hitech, Bangalore invites applications for the IT Engineers for its Pune branch. Draft a suitable cover letter for the position you would like to apply. **7**

**Q-6 Attempt all questions (14)**

- a)** As a Head of the Department, write a memo to one of your departmental faculties for reporting late in college every day. **7**

- b)** Write a complaint letter to ABC Private Limited Company, Surendranagar for sending you some computer equipment in defective condition. (Use Modified Block Style) **7**

**OR**

- a)** Write a circular to your staff regarding a computer training programme at your department. **7**

- b)** Draft a business letter inviting quotation for the purchase of library books from a reputed publisher. **7**

