

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name: Communication Skills in English-I

Subject Code: 4CO03CSE1

Branch: B.Com

Semester: 3

Date: 18/03/2019

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) Communication means _____.
i) to share house ii) to share dress iii) to share thoughts
- b) Some of the elements of process of communications are _____.
i) sender-message-channel-receiver ii) semantic-cultural iii) intra-extra-mass
- c) Which of the followings comes under written communication?
i) gestures/postures ii) notice/circular iii) seminar/conference
- d) Which of the followings comes under oral communication?
i) gestures/postures ii) notice/circular iii) seminar/conference
- e) Sound; tone; pitch etc. involves
i) haptics ii) paralanguage iii) proxemics
- f) E-mail, memo, letter are the examples of ____ communication.
i) non-verbal ii) written iii) oral
- g) Audio /video sign is an example of ____ communication.
i) non-verbal ii) written iii) oral
- h) *The Old Man and the Sea* is written by _____.
i) Arther Miller ii) Earnest Hemingway iii) William Faulkner
- i) The name of the aging fisherman in *The Old Man and the Sea* is _____.
i) Manolin ii) Pedrico iii) Santiago
- j) A _____ may be used for conveying a warning to an employee, information about goods, resolution of complaints.
i) circular ii) memo iii) notice
- k) Lectures, presentation and interviews are the examples of ____ communication.
i) non-verbal ii) written iii) oral
- l) Paralanguage involves _____.
i) voice, tone, pronunciation ii) touch iii) distance
- m) Blowing horn is a kind of _____.
i) visual sign ii) audio sign iii) body language
- n) One of the examples of visual sign can be _____.
i) shaking hands ii) zebra crossing iii) blowing horn

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

Q-2 Attempt all questions

(14)

- a) What is communication? Write the functions & scope of communication. **7**
- b) Write a detailed note on non-verbal communication. **7**



- Q- 3 Attempt all questions (14)**
- a) Write a detailed note on oral and written communication. 7
- b) Explain the process of communication with diagram. 7
- Q- 4 Attempt all questions (14)**
- a) Write short notes on haptics, proxemics and paralanguage. 7
- b) Compare and contrast between seminar and conference. 7
- Q-5 Attempt all questions (14)**
- a) Explain body language. Discuss its various aspects. 7
- b) Write short notes on memo and circular. 7
- Q- 6 Attempt all questions (14)**
- a) *The Old Man and the Sea* is Earnest Hemingway's master piece. Write the summary of the novel. 7
- b) Even after a long struggle the story *The Old Man and the Sea* ends with an unhappy ending. Elaborate. 7
- Q- 7 Attempt all questions (14)**
- a) Being the Manager of XYZ Pvt. Ltd, draft a memo against the Office Assistant for reporting late in office. 7
- b) Draft a notice informing your students regarding the Annual Examination of your college. 7
- Q- 8 Attempt all questions (14)**
- a) Write a circular to your staff regarding a Teachers' Training Programme at your department. 7
- b) *The Old Man and the Sea* contributed much to the award of the Nobel Prize in Literature to Hemingway. Write your answer to support the view. 7

