C. U. SHAH UNIVERSITY Winter Examination-2019

Subject Name: Communication and Soft Skills Subject Code: 4AH01CSS2 Branch: B.Lib.I.Sc. Semester : 1 Date : 21/11/2019 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 cannot be possible if any one of these two is absent 1 a)writer-reader b)performer-audience c)sender-receiver **b**) The communication is derived from _____origin communico. 1 a) Latin b)Greek c)Pali c) The term ' ' which means nearness 1 a)chronemics b)haptics c)proximity **d**) One should avoid during telephoning 1 b) speak politely c)both a and b a)speak too fast e) Memo, notice, report etc are the examples of _____ communication. 1 b) non-verbal a)verbal c)written f) 'The Annual Function will be held on 14th November at 11am in the Seminar 1 Hall' can be a line of a) Report b)Notice c)Memo g) Which of the following usually aims at conveying sympathy? 1 b)Condolence a)Presentation c)Conference **h**) Which of the following considered as the mother of all speaking? 1 a)listening b)writing c)reading Paralanguage concerned with 1 i) a)distance/space b) touch c)tone and voice _____ is essential for written communication j) 1 a) literacy b) fitness c)infancy **k**) The chairperson plan, hosts and leads a _____. 1 b)seminar a)conference c)meeting I) Effective body language requires-1 a)standing like statue b)graceful movements c)careless attitude **m**) Stress, intonation can be the manners of 1 a)haptics b)proximity c)paralanguage **n**) 'Keep Silence', or 'Maintain peace' where would you like to put such 1 instructions? a)crossway b)work shop c)library Attempt any four questions from Q-2 to Q-8 Attempt all questions **O-2** (14)Write a short note on body language 05 a Write a letter to a bookseller ordering him to supply some books for your 05 b library. Write a letter to a publisher enquiring the terms and conditions for ordering 04 С some books.



Q-3		Attempt all questions	(14)
	a	Differentiate between verbal and non-verbal communication.	05
	b	Write the difference between oral and written communication.	05
	с	Write a short note on condolence meeting.	04
Q-4		Attempt all questions	(14)
	a	Write an office memo warning an employee against his habit of reading magazines and newspapers during office hours.	07
	b	As the chief librarian you wish to keep your library updated. How would you use the technology to do so?	07
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.	05
	b	Write the tips for effective presentation skills. What roles do body language and voice qualities play in presentation?	05
	с	Write about memo.	04
Q-6	-	Attempt all questions	(14)
	a	Write in detail about non-verbal communication.	07
	b	What do you understand by communication? Write the definition of communication and draw its diagram.	07
Q-7		Attempt all questions	(14)
	а	Enlist the types of flow of communication. Explain any one with example.	07
	b	What is a report? Write clearly your idea about annual report, event report and daily report.	07
Q-8		Attempt all questions	(14)
	a	Write in detail some tips for effective telephonic conversation.	07
	b	What is good questioning and listening skills? Explain.	07

