Enrollment No: _____ Exam Seat No:_____

C. U. SHAH UNIVERSITY

Summer Examination-2020

Subject Name: Communication Skills in English 1

Subject Code: 4CO03CSE1 Branch: B.Com

Semester : 3 Date : 03/03/2020 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) Which of the followings comes under classifications of communication?
i) verbal- non-verbal ii) semantic-cultural iii) intra-extra-mass

c) The elements like sender-massage-channel-receiver etc. come under ___ of communication.
i) classifications ii) barriers iii) process

d) Which of the followings comes under oral communication?
i) lectures/ interviews ii) gestures/postures iii) notice/circular

e) Which of the followings comes under written communication?
i) lectures/ interviews ii) gestures/postures iii) letters/ notice

f) The process of converting thoughts into suitable words or charts is called
i) encoding ii) decoding iii) feedback

g) Defective telephone lines may come under _____ barrier.
i) physical ii) psychological iii) mechanical

h) _____ communication can be a permanent record.
i) oral ii) written iii) non-verbal

i) _____ communication requires paper work.
i) oral ii) written iii) non-verbal

j) The word proximics in non-verbal communication means maintenance of
i) time ii) space/ distance iii) voice

k) One of the examples of visual sign can be _____.
i) shaking hands ii) traffic lights iii) blowing horn

l) Whistling can be a kind of _____.
i) visual sign ii) audio sign iii) body language

m) The name of the main character in *The Old Man and the Sea* is _____.
i) Manolin ii) Pedrico iii) Santiago

n) The name of the young apprentice in *The Old Man and the Sea* is _____.
i) Manolin ii) Pedrico iii) Santiago

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

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

a) Define communication. State its importance with the functions & scope of communication.

b) Explain the entire process of communication with diagram.

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

a) Write in detail with diagram about non-verbal communication.

b) What do you understand by body language? Explain with examples about gesture, posture, proxemics and paralanguage.

Q-4 **Attempt all questions** **(14)**

a) Write a detailed note about the barriers of communication.

b) Compare and contrast between i) Seminar and conference and
ii) Notice and circular

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

a) Write the advantages and disadvantages of oral and written communication.

b) Write about the levels of communication.

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

a) Being the Manager of Shiva Shakti Pvt. Ltd, draft a memo against the Office Assistant for being habitually and regularly using mobile phone during office hours.

b) Draft a notice informing your department students about the last date of filling and depositing the exam. forms.

Q-7 **Attempt all questions** **(14)**

a) Write a circular to the employee of your company regarding a Computer Training Programme at your organisation.

b) What is report? Write about the characteristics of report.

Q-8 **Attempt all questions** **(14)**

a) Even after a long struggle the story *The Old Man and the Sea* ends with an unhappy ending. Elaborate.

b) *The Old Man and the Sea* contributed much to the award of the Novel Prize in Literature to Hemingway. Write your answer to support the view