Enrollment No: _____ Exam Seat No:_____

C. U. SHAH UNIVERSITY

Winter Examination-2021

Subject Name: Communication Skills in English - I

Subject Code: 4CO03CSE1 **Branch: B.Com**

Semester : 3 **Date : 16/12/2021** **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) Some of the elements of process of communications are _____.
i) sender-massage-channel-receiver ii) semantic-cultural iii) intra-extra-mass

b) Which of the followings comes under oral communication?
i) gestures/postures ii) notice/circular iii) seminar/conference

c) Which of the followings comes under written communication?
i) gestures/postures ii) notice/circular iii) seminar/conference

d) E-mail, memo, letter are the examples of ____communication.
i) non-verbal ii) written iii) oral

e) Lectures, presentation and interviews are the examples of ____communication.
i) non-verbal ii) written iii) oral

f) Whistling is a kind of _____.
i) visual sign ii) audio sign iii) body language

g) Intra Personal, Inter Personal, Extra Personal, Mass, Organizational etc. are the terms related with _____ of communication.
i) barriers ii) levels iii) types

h) Our internal dialogue with ourselves is called _____.
i) Intra Personal ii) Inter Personal iii) Extra Personal

i) Audio /video sign is an example of ____communication.
i) non-verbal ii) written iii) oral

j) Defects in devices used for transmitting messages is called _____ .
i) cultural barriers ii) semantic barriers iii) mechanical barriers

k) Earnest Hemingway is an _____ writer.
i) American ii) English iii) Indian

l) *The Old Man and the Sea* tells the story of a battle between an aging fisherman Santiago and a large _____.
i) marlin ii) shark iii) whale

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

n) Santiago is a _____ fisherman.
i) Cuban ii) American iii) Egyptian

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

Q-2		**Attempt all questions**	**(14)**
	a)	Write a detailed note with diagram on non-verbal communication.	**7**
	b)	Explain the process of communication with diagram.	**7**
Q-3		**Attempt all questions**	**(14)**
	a)	Write in detail about the barriers of communication.	**7**
	b)	Explain with examples about the different levels of communication.	**7**
Q-4		**Attempt all questions**	**(14)**
	a)	*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.	**7**
	b)	Even after a long struggle the story *The Old Man and the Sea* ends with an unhappy ending. Elaborate.	**7**
Q-5		**Attempt all questions**	**(14)**
	a)	Explain body language. Discuss its various aspects.	**7**
	b)	Write the advantages and disadvantages of oral and written communication.	**7**
Q-6		**Attempt all questions**	**(14)**
	a)	A workshop on tally is arranged in your college campus. Draft a notice informing all staff & students about the same.	**7**
	b)	Being the CEO of Mahalaxmi Pvt. Ltd, draft a memo against the Office Manager for reporting late in office since 8 days without any permission.	**7**
Q-7		**Attempt all questions**	**(14)**
	a)	A one-day faculty development programme is going to be held on this coming Sunday at your college campus. Write a circular instructing all the faculties to remain present at this programme.	**7**
	b)	Holi was celebrated in Surendranagar with solemnity & grandeur. Write a report.	**7**
Q-8		**Attempt all questions**	**(14)**
	a)	Write short notes on any two. i) E-mail ii) Memo iii) Notice	**7**
	b)	Write short notes on any two. i) paralanguage ii) gesture iii) posture	**7**