

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) – SEMESTER - 01 - EXAMINATION – SUMMER - 2017

Subject Code: 4110502**Date: 10/05/2017****Subject Name: Effective Communication Skills****Time: 10.30 am – 01.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Define the term 'Communication'. Explain the process of Communication with its diagram in detail. 07

Q.1 (b) What is Communication? Explain types of communication. 07

Q.2 (a) State the difference between verbal and nonverbal communication. 07

Q.2 (b) What is the difference between listening and hearing? Explain the characteristics of a good listener. 07

OR

Q.2 (b) Write short note on:

1. Sound Discrimination.
2. Lexical Items. 07

Q.3 (a) What is Stress? Explain the types of stress with help of example. 07

Q.3 (b) Write the differences between active listening and passive listening. 07

OR

Q.3 (a) What is Intonation? Explain types of Intonation patterns. 07

Q.3 (b) What is conversation? Explain social conversation skills. 07

Q.4 (a) What you understand by the term reading? Explain the purpose and importance of reading. 07

Q.4 (b) Explain various essential features for paragraphs. 07

OR

Q.4 (a) Create a conversation (dialogue) on following situation

1. Introducing your parents to your friend
2. Inviting your friend on college tour.

Q.4 (b) Explain the importance of a strong vocabulary in English language. 07

Q.5 (a) Discuss the five steps of the writing process. 07

Q.5 (b) What is Punctuation? Give few examples to explain punctuation. 07

OR

Q.5 (a) What are the differences between spoken English and written English? 07

Q.5 (b) Draft a paragraph on: Importance of Communication Skills. 07
