

UKA TARSADIA UNIVERSITY

B.Pharm.-B.Tech (Automobile)-B.Tech (Civil)-B.Tech (Mechanical)

SUBJECT : 030020206 (2015-16) -030130203 (2015-16) - 030050203 (2015-16) -030040203 (2015-16)

Professional Communication

Date : 02/05/2016

Duration : 3 Hours

Time: 10.30 AM to 1.30 PM

Max. Marks : 60

Instructions :

1. Attempt all questions.
2. Write each section in a separate answer book.
3. Make suitable assumptions wherever necessary.
5. Draw diagrams/figures whenever necessary.
4. Figures to the right indicate full marks allocated to that question.
6. Follow usual meaning of notations/abbreviations.

SECTION NO : 1

Q : 1 (A) Answer the following.

[4]

- I) Define Chronemics.
- II) Give two examples of technical communication.
- III) Enlist types of Reading.
- IV) What is Downward communication?

1 (B) Answer the following in brief. (Any 3)

[6]

- I) Define Noise with an example.
- II) Differentiate between Verbal and non-verbal communication with at least two points.
- III) Mention the traits of a good listener.
- IV) How does feedback influence communication process?

Q : 2 Answer the following.

[10]

- A) "Listening is more important than speaking". Do you agree with the statement? Corroborate the answer with appropriate examples.

OR

- A) Analyze different patterns of eye-contact, facial expression, gestures, postures, and body movements used in your culture, and describe how they differ from other culture.
- B) "The effectiveness of an interpersonal communication lies in good understanding of differences between the receiver and the sender which otherwise lead to communication breakdown." – Analyze the statement in the light of any five interpersonal communication barriers providing suitable examples from your own experience.

OR

B) Read the following passage carefully and answer the questions given below: The definition of progress shall always continue to be a debatable point. Certain evils do follow every technological advance. According to some, they outweigh the good brought about by technological advance. Conservatives never appreciate the modern inventions and changes in our day today life. They consider them as changes for the worse; others ignore the latent dangers and praise the advances. In the beginning, people were thrilled with the invention of the motor car. They enjoyed the facility of fast movement, visiting places, better roads etc. But as the cars came more into use, common people faced the problems of traffic jam and parking, exhaust gas pollution, road accidents etc. for every life saved by a speeding ambulance, another is taken by a speeding car. The television, though a very popular means of entertainment and information, it has killed the conversation and normal two-way contact between individuals. The truth is that in regard to all advances we have failed to give sufficient thought to their long term results and consequences. We have failed to make proper analysis of immediate gains and long-term harms Affecting even the very existence of life in the world. In most cases, we are so excited by a new invention that we do not care to assess, even roughly, the difference between happiness and misery it will cause. Questions: What is the difference between the views of conservatives and other people, regarding technological advances? How can cars save life and also take the life? What is the disadvantage of television? What does one forget in the excitement about a new invention? Give a suitable title to the passage.

Q : 3 Answer the following in detail. (Any 2)

[10]

- A) Discuss the levels of communication with an example.
- B) Which are the reasons for poor comprehension? Explain tips for improving comprehension skills.
- C) What makes technical communication different from general communication?

SECTION NO : 2

Q : 4 (A) Answer the following.

[4]

- I) Change the voice of the following sentence. 1. Priya can play the guitar. 2. She is selling her old ornaments.
- II) Rewrite the sentences given below choosing the correct preposition from the bracket. 1. The father divided the property (among / between) two children. 2. I sat (beside/besides) the vice chancellor.
- III) Why do we write Resume?
- IV) Change the following sentences into simple past tense. 1. She writes neatly. 2. My father lives in Bombay.

4 B) Answer the following in brief. (Any 3)

[6]

- I) Make the sentences of following each of homonyms and homophones. 1. Jade 2. Jade
1. Cell 2. Sell
- II) Define topic sentence with an example.
- III) Which are the modes of presentation?
- IV) Write two objectives of writing letter.

Q : 5 Answer the following.

[10]

A) Imagine that you are a fresh graduate in your field, Prepare a Resume for the suitable post.

OR

A) Draft a complaint letter about delay in execution of the order.

B) Write a paragraph on- Health is Wealth.

OR

B) The director of your Institute is concerned about the lack of enthusiasm among students for participating in academic activities. He asks the Dean Academic to study the causes and suggest measures to motivate the students for participating in all academic activities of the institute. The report, highlighting the students' less participation in academic activities, the causes related to the problem and measure to overcome it.

Q : 6 Answer the following in detail. (Any 2)

[10]

A) Which are the elements of the business letter? Discuss in detail.

B) Discuss the importance of body language while giving presentation.

C) Which are the types of report? Explain with suitable examples.