



COMSATS University Islamabad, Lahore Campus
Department of Humanities

Midterm – Fall-2023

Course Title:	Communication Skills	Course Code:	HUM 103	Credit	3.0
Instructor/s:	Dr Saima Akhtar Chattha	Program Name:	BCS		
Semester:	4	Batch:	SP22	Section:	C
Date:					31-10-2023
Time Allowed:	1.5 Hrs	Maximum Marks:			25
Student's		Reg. No.			
Note: Attempt ALL questions in the answer book					

Q1- We don't just listen with our ears but also with our eyes. How far do you agree with the statement? Elaborate your answer while highlighting the significance of non-verbal communication being transmitted through different non-verbal cues in the process of communication. [Marks: 05]

Q2- a) Make a comparison between oral and written communication.

b) How does written communication, in particular, promote goodwill? Give an example from your own experience. [Marks: 05]

Q3- CASE: You are the supervisor of the R&D department of a small information technology company. You have received a letter from Jonathan Smart, applying for a position with your company. Smart is currently with ABC Computers, for whom you are completing a project. It was Smart's favorable recommendation that got you the contract, and you hope, with Smart's help, to continue to do business with ABC in the future.
Smart's background is impressive, with an education from the University of California at Berkeley and ten years of experience in research and development.
He is well-known and favorably regarded.
Some discreet inquiries reveal why Smart is eager to leave ABC and why you do not want to hire him. he has an abrasive and difficult personality that keeps him from being effective with higher management and generates resentment from those working under him.

TASK: Now write a letter to Jonathan Smart that firmly closes the door but that, as far as possible, will keep his goodwill. [Marks: 10]

Q4- The purpose of communication is to convey ideas in a manner that will elicit a response in accordance with the communicative intent of the speaker. What are the different barriers to effective communication? [Marks: 05]