

Kadi Sarva Vishwavidhyalaya
MCA Semester-I Examination April – 2013

Subject: Communication Skills (MC-06)

Date: 15-4-13

Total Marks: 50

Instructions:

- (1) All questions carry equal marks.
- (2) Make necessary assumption when required.
- (3) Use pencil to draw figures and graphs.

- Que:1** Do as directed or Fill in the blanks. (Any Ten) 10
- (1) Shakespeare wrote Hamlet (Change the Voice)
 - (2) Give Antonym: Encourage
 - (3) Give Synonym: Brave
 - (4) This is _____ best book I have ever read. (a, an, the)
 - (5) He told us (along, around, about) the course.
 - (6) Use the words; Principle and Principal in two separate sentences.
 - (7) When we reached the station, the train _____ already _____. (left)
 - (8) Please _____ our sincere apologies. (accept, except, expect)
 - (9) She _____ the capital of every state. (new, knew)
 - (10) The quality of their products _____ satisfactory. (is, are)
 - (11) Use the following homonyms in sentences. (Date, Date)
 - (12) Give one word for: Legal ending of a marriage, separation.
- Que:2** (A) Explain benefits of effective business communication. 5
- (B) Describe various roles of manager in business communication. 5
- OR**
- (A) Explain any five communication barriers in brief. 5
- (B) Describe various strategies for improving organizational communication. 5
- Que:3** (A) What is non-verbal communication? Explain Kinesics and Proxemics in brief. 5
- (B) What do you mean by technology-based communication? Explain audio and video conferencing. 5
- OR**
- (A) Write detailed note on Haptics. 5
- (B) List Positive and Negative impact of Technology-based communication. 5
- Que:4** The best institute of technology and science in Goa decides to conduct an online examination for about 50,000 graduates in India for their selection to post graduate degree programs and invites proposals from various consultancy firms. As the CEO of Excellent Consultants Ltd, Bengaluru, you respond to this request through a business proposal. 10

OR

Prepare an advertisement for selling Bathing soap, in news paper. Use appropriate graphics, symbols, design and brand. 10

Que:5 (A) You are an assistant engineer. There has been a fire in the factory and three of the workers have been badly burnt and hospitalized. You are asked to send a report to the manager. 5
Write the report using memorandum form.

(B) Explain the structure of letter with standard elements. 5

OR

Que:5 (A) Your company is considering a proposal to make an in-house canteen for office employees. Your office has around 100 employees. Make a proposal to give an estimate of the area, manpower, and money required to set-up and run the canteen. 5

(B) Describe the Memo Report Format. 5