

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Commerce / Engineering / Science

End Sem Examination Dec-2023

BC3HS04 / BT3AE01 / CA3AE03 / CM3SE06 /

EN3HS10 / FS3AE04 Communication Skills

Programme: B. Com (Hons.)/

Branch/Specialisation: All

B.Tech. / BCA / BCA-MCA

(Integrated) / B. Sc.

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. The word Friendship is an example of - **1**
(a) Proper noun (b) Common noun
(c) Collective (d) Abstract noun
- ii. English _____ all over the world. **1**
(a) Speaks (b) is speak
(c) is speaking (d) is spoken
- iii. Communication with oneself is known as: **1**
(a) Organizational communication
(b) Grapevine communication
(c) Intrapersonal communication
(d) Interpersonal communication
- iv. _____ is the study of touches as non-verbal communication. **1**
(a) Haptics (b) Body language
(c) Gesture (d) Prosody
- v. How can we deliver the right message to our target audience **1**
effectively?
(a) With Researched, planned and prepared professionally
(b) Casual
(c) Superficiality
(d) Unprepared

[2]

- vi. A presentation is a form of oral communication in which a person shares factual information with an audience that is: **1**
 (a) Small (b) Mixed (c) Large (d) Specific
- vii. What does glossophobia mean? **1**
 (a) The fear of public speaking
 (b) Fear of study
 (c) Sadness
 (d) Anxiety
- viii. _____ is the last step of the listening process. **1**
 (a) Receiving (b) Interpreting
 (c) Responding (d) Stop talking
- ix. Which of these must be avoided in business letters? **1**
 (a) Polite words (b) Formal words
 (c) Abbreviations (d) Clear details
- x. The subject of business letter should be _____. **1**
 (a) As long as possible (b) Brief, clear, relevant
 (c) Stretched and irrelevant (d) None of these
- Q.2 i. Describe definite and indefinite Articles with examples. **2**
 ii. Make the sentences using following homophones: **8**
 (a) Write -right (b) Hear - here
 (c) Hill – heal (d) Birth-Berth
- OR iii. Give one word for the following: (Any 8) **8**
 (a) One who is great lover of books.
 (b) A life history written by one self.
 (c) One who is present everywhere.
 (d) One who looks on the bright side of things
 (e) One who can speak two languages.
 (f) That through which light can pass.
 (g) Government by people.
 (h) A study of animals.
 (i) One who does not know how to read and write.
 (j) A lover of mankind.
- Q.3 i. Write down the difference between oral and written communication. **3**

[3]

- ii. Discuss the 7C's of communication. **7**
- OR iii. What are the barriers to effective communication? Suggest suitable measures to overcome these barriers. **7**
- Q.4 i. What is the need of audience research in presentation? **3**
 ii. What are visual aids? How can visual aids make presentation more effective? **7**
- OR iii. Discuss the key elements of effective oral presentation. **7**
- Q.5 i. What is note taking and note making? **4**
 ii. Explain in detail SQ3R reading techniques. **6**
- OR iii. Describe the different types of listening. **6**
- Q.6 i. What are the examples of digital communication? Elaborate. **4**
 ii. You have seen an advertisement in Times of India offering the position of Software Developer at multinational company and you would like to apply for same. Write a letter to the HR enclosing your complete resume. (Assume you obtained M. Tech. from IIT and having 5years experience) Enclose: resume **6**
- OR iii. As the Purchase Manager of Satyam Computers, 9 Naidu Road, Hyderabad – 500007, you had ordered two dozen personal computers from Hindustan Computers Limited, 140 M.G. Road, Bangalore- 500001. When the consignment arrived, you found some of the pieces in the damaged condition. Write a complaint letter to the Sales Manager of the company asking for repair, replacement, or compensation. **6**

Scheme of Marking



Faculty of Engineering

End Sem Examination Dec-2023

BC3HS04 / BT3AE01 / CA3AE03 / CM3SE06 /

EN3HS10 / FS3AE04 Communication Skills

Programme: B.Tech.

Branch/Specialisation:

Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	The word Friendship is an example of	1
		d) Abstract noun	
	ii)	English -----all over the world.	1
		d) is spoken	
	iii)	Communication with oneself is known as:	1
		c) intrapersonal communication	
	iv)	----- is the study of touches as non verbal communication.	1
		a) haptics	
	v)	How can we deliver the right message to our target audience effectively?	1
		a) With Researched, planned and prepared professionally	
	vi)	A presentation is a form of oral communication in which a person shares factual information with an audience that is:	1
		d) specific	
	vii)	What does glossophobia mean?	1
		a. the fear of public speaking	
	viii)	_____ is the last step of the listening process.	1
		c) Responding	
	ix)	Which of these must be avoided in business letters?	1
		c) Abbreviations	
	x)	The subject of business letter should be -----	1
		b. Brief, clear, relevant	

Q.2	i.	Describe definite and indefinite Articles with examples.	
		Description of Definite Article 01 mark	
		Description of indefinite Article 01 mark	
	ii.	Make the sentences using following homophones:	8
		(A) Write -right (B)Hear - here (C) Hill – heal	
		(D) Birth-Berth	
		1 mark for each (1 mark * 8)	
OR	iii.	Give one word for the following: (Any 8) (1 mark * 8)	8
		a)One who is great lover of books.	
		b)A life history written by one self.	
		c)One who is present everywhere.	
		d)One who looks on the bright side of things	
		e)One who can speak two languages.	
		f)That through which light can pass.	
		g) Government by people.	
		h)A study of animals	
		i)One who does not know how to read and write.	
		j) A lover of mankind.	
Q.3	i.	Write down the difference between oral and written communication. 1 mark for each points (1 mark * 3)	3
	ii.	Discuss the 7C's of communication.	7
		Completeness 01 mark	
		Clarity 01 mark	
		Conciseness 01 mark	
		Consideration 01 mark	
		Concreteness 01 mark	
		Courtesy 01 mark	
		Correctness 01 mark	
OR	iii.	What are the barriers to effective communication? Suggest suitable measures to overcome these barriers.	7
		Types of Barriers 05 marks	
		Suggestion of suitable measures to overcome barriers 02 marks	
Q.4	i.	What is the need of audience research in presentation? 3 points	3
		Description of need of audience research in presentation 03 marks	
	ii.	What are visual aids? How can visual aids make presentation more effective?	7

		Definition of visual aids	02 marks	
		Effect of visual aids	05 marks	
OR	iii.	Discuss the key elements of effective oral presentation.		7
		Discussion of each element has 01 mark	(1 mark * 7)	
Q.5	i.	What is note taking and note making? With example.		4
		note taking	02 marks	
		note making	02 marks	
	ii.	Explain in detail SQ3R reading techniques.		6
		Details of SQ3R reading techniques	06 marks	
OR	iii.	Describe the different types of listening.		6
		Description of each type of listening		
		1 mark for each	(1 mark * 6)	
Q.6	i	What are the examples of digital communication? Elaborate		4
		Each example of digital communication	01 mark	
	ii	You have seen an advertisement in Times of India offering the position of Software Developer at multinational company and you would like to apply for same. Write a letter to the HR enclosing your complete resume. (Assume you obtained M.Tech. from IIT and having 5years experience) Enclose: resume		6
		Letter in accurate format	03 marks	
		Resume	03 marks	
OR	iii	As the Purchase Manager of Satyam Computers, 9 Naidu Road Hyderabad – 500007, you had ordered two dozen personal computers from Hindustan Computers Limited, 140 M.G. Road, Bangalore- 500001. When the consignment arrived, you found some of the pieces in the damaged condition. Write a complaint letter to the Sales Manager of the company asking for repair, replacement, or compensation.		06
		Format	02 marks	
		Body of complaint letter	04 marks	
