

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Ph. SEMESTER-I • EXAMINATION – WINTER -2019

Subject Code: BP105TP

Date: 10 /01/2019

Subject Name: COMMUNICATION SKILLS

Time: 10:30 to 12:00

Total Marks: 35

Instructions:

- 1. Section-A is compulsory.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

SECTION-A

(a) TRUE OR FALSE

1. Listening, speaking, reading and writing are communication skills.
2. Spirited communication style is denoted by high level of assertiveness and low level of expressiveness.
3. Written form of communication is the most popular among all the other types of business communication.
4. Interview is considered as a face to face conversation between two people where one asks the questions and other is expected to answer them.
5. Business letter are the informal letters, drafted to attain definite goal.

(b) FILLS IN THE BLANKS.

1. Frequent discussion with the friends regarding any topic is also a good start to enhance _____ skills.
2. _____ and _____ interviews strictly follow all the formalities and procedures related to conducting of interview.
3. _____ are the exchange of messages stored in computers by telecommunication.
4. Communicating a thought from the mind of sender to the mind of receiver, with the exact same meaning, is known as _____.
5. _____ is a process which includes the sharing of information and mutual understanding among the persons at same or different levels.

(c) VERY SHORT ANSWER QUESTIONS.

1. Who are encoder and decoder?
2. Define interview.
3. What is active listening?
4. Define written communication.
5. What is oral communication?

SECTION-B

**Section-B Attempt any four out of six questions.
Each question carries 5marks.**

1. Describe the Element of communication in detail.
2. Describe type of barriers to communication.
3. Discuss do's and don'ts of an interview.
4. What are the principles of effective writing?
5. What is physical communication? Explain the forms of physical communication.
6. State the guidelines for effective Group discussion.