

Con. 6498-13.

(REVISED COURSE)

GX-10165

(2 Hours)

[Total Marks : 40]

N.B. : (1) Question no. 1 is **compulsory**.(2) Attempt any **three** questions out of the remaining **five** questions.(3) All questions carry **equal** marks.

1. Answer the following :-

(a) Write short notes on any **two** of the following :-

6

(i) Principles of business letter writing (any two)

(ii) Objectives of communication.

(iii) Role of silence in communication.

(b) Discuss some of the barriers to effective reading.

4

2. Answer the following questions :-

(a) Discuss the importance of feedback in the process of communication with the help of a labelled diagram.

4

(b) Give a diagrammatic representation of the semi-block form of letter.

3

(c) Define the following :-

3

(i) Computer, (ii) Electric Iron, (iii) Calculator

3. Answer the following questions :-

(a) What are the various channels of communication in a business organisation? Differentiate between upward and downward channels of communication.

4

(b) Assuming yourself to be the General Manager of a newly established company providing hardware and networking services, write an enquiry letter inviting quotations from reported companies to supply parts/peripherals in bulk for your routine requirement. Invent the necessary details. Use complete block form.

6

4. (a) Discuss any two main barriers to communication. Why are they considered unhealthy in an organisation ?

4

(b) You have purchased an expensive gadget of a reputed company from a retail store in Mumbai. After four months, the gadget stops working suddenly and shows an error message whenever you try to use it. Write a complaint letter to the store owner complaining about the same and ask for compensation.

6

[TURN OVER

5. Do as directed :- 2
- (a) Use any two sets of words to form a single sentence:-
- (i) dessert - desert
- (ii) stationary - stationery
- (iii) principal - principle
- (b) What is jargon? How does it affect the understanding of the receiver? Explain with an example. 4
- (c) Give synonyms for any **two** :- 1
- (i) cherish, (ii) ideal, (iii) labyrinth
- (d) Give antonyms for any **two** :- 1
- (i) hero, (ii) frail, (iii) disappear
- (e) Correct the error in the following sentences :- 2
- (i) Teacher called Harry and I to the staffroom.
- (ii) It's 2 O'clock in my watch.
6. (a) Distinguish between caution and warning with an example of each. 2
- (b) What is grapevine type of communication? Explain with a relevant example. 3
- (c) Read the following passage and answer questions given below it : 5
- Communication is part of our everyday life. We greet one another, smile or frown, depending on our moods. Animals, too, communicate in the same way, much to our surprise. Just like us, interaction among animals can be both verbal or non-verbal.
- Singing is one way in which animals can interact with one another. Male black-birds often use their melodious songs to catch the attention of the females. These songs are usually rich in notes variation, encoding various kinds of messages. Songs are also used to warn and keep off other blackbirds from their territory, usually a place where they dwell and reproduce.
- Large mammals in oceans sing, too, according to adventurous sailors. Enormous whales groan and grunt while smaller dolphins and porpoises produce pings, whistles and clicks. These sounds are surprisingly received by other mates as far as several hundred kilometers away.
- Besides singing, body language also forms a large part of animals' communication tactics. Dominant hyenas exhibit their power by raising the fur hackles on their necks and shoulders, while the submissive ones normally surrender to the powerful parties by crouching their heads low and curling their lips a little, revealing their teeth in friendly smiles.

Colours, which are most conspicuously found on animals, are also important means of interaction among animals. Male birds of paradise, which have the most gaudy coloured feathers often hang themselves upside down from branches, among fluffing plumes displaying proudly their feathers, attracting the opposite sex.

The alternating black and white striped coats of zebras have their roles to play too. Each zebra is born with a unique set of stripes which enables its mates to recognise them. When grazing safely, their stripes are all lined up neatly, so that none of them loses track of their friends. However, when danger such as a hungry lion approaches, the zebras would dart out in various directions, making it difficult for the lion to choose his target.

Insects, such as the wasps, armed with poisonous bites or stings, normally have brightly painted bodies to remind other predators of their power. Hoverflies and harmless insects also make use of this fact and colour their bodies brightly in an attempt to fool their predators into thinking that they are as dangerous and harmful as the wasps.

- (i) How is singing used by animals?
- (ii) How long can a whale's grunt be heard in the ocean?
- (iii) How do zebras react to the danger of an attacking lion?
- (iv) How do dominant hyenas exhibit their power?
- (v) Which animals / birds have been mentioned in the above passage having gaudy colours?

QP Code : NP-17786

(Revised Course)

(2 Hours)

[Total Marks : 40

- N.B. : (1) Question no.1 is **compulsory**.
(2) Attempt any **three** questions of the remaining **five** questions.
(3) Answers to all the sub questions should be attempted and grouped together.
(4) **Figures** to the right indicate **full marks**.

1. (a) Explain any 2 psychological barriers. 3
(b) Fill in the blanks (with the words given below the sentences) 3
(i) Every programming language and software has _____ limitations.
(ii) ABC of Communication refers to _____, _____ and _____.
(iii) Many ecologists are concerned that the "green house effect" is changing many of the earth's _____ weather patterns into _____ systems unable to be accurately forecast by those who study them.
(Clarity, jargon, passive voice, predictable, uncanny, chaotic, growing, erratic, attitude, break, accuracy, brevity, its, their, implies, induces.)
(c) What is 'You attitude'? 2
(d) Explain the difference between caution and warning, giving an example for each. 2
2. (a) Give an outline of the Communication cycle and explain the components giving an example. 4
(b) Give a diagrammatic representation of the parts of a letter in Complete Block Form. 3
(c) Change the following instructions to use the Udel overhead projector into a process description. 3

The projector bulb heats up during operation. Do not touch. Keep air vents uncovered to allow for proper cooling.

To operate the Udel, follow these eight simple steps :—

- (i) Place the projector on a level surface, approximately 6-10 feet from a projector screen or blank wall.
(ii) Plug the power supply cord into a 110V 60 Hz AC wall outlet.
(iii) Push the rocker to the "on" position.

- (iv) Place the material to be viewed squarely on the projector's stage.
- (v) Adjust the height of the projected image by lowering or raising the projector's lens head.
- (vi) Rotate the focus knob for clear viewing of the projected image.
- (vii) Push the rocker switch to the 'off' position when you are through viewing your material.
- (viii) Unplug the unit's power cord.

Following these eight simple steps will help you use the Udel overhead projector.

3. (a) How do you interpret the following non-verbal cues sent by others? Do they always mean the same to you? 4
 - (i) Yawning
 - (ii) Drooping Shoulders
 - (iii) Raised eye- brows
 - (iv) Silent after a question
- (b) As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Graam Sevak of Ladanpur village-a remote hamlet in Rajasthan-who has complained about the unruly, rude, and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. 6
4. (a) How can one be an effective speaker? 4
- (b) Your college is organizing the National Sports meet in June 2014. You require a lot of sports gear for various sports & games. As the Sports Secretary of your college write a letter of enquiry to a sports dealer regarding your requirements. 6
5. (a) "Hearing is natural, listening needs effort." Explain the statement with reference to techniques to be an effective listener. 4
- (b) Give one word substitutes for the following :— (any two) 2
 - (i) One who analyses elections, voting, votes etc.
 - (ii) Study of birds.
 - (iii) Something which happens once every two years.
- (c) Correct the errors in the following letter and rewrite in Semi block format. 4



BRONCO AIRLINES
711 Gamblers Boulevard
Denver, Colorado 80215
Tel. 1-800-cockpit

February 10, 20

Mrs. Vonnie Bishop
3315 Keats Road
Spokane, WA 98406-3452

Dear Mrs. Bishop

Sign up today for
Bronco's

Good news! Bronco Airlines will begin service to and from Spokane on March 1. Frequent
flyer program, your passport to a world of free or Discounted travel.

You'll like Bronco Airlines because at our low Fares, convenient air schedules and excellent
personnel service. When you're seated in our Business section. Your copy of "The Wall
Street Journal" will be waiting for you.

Take our Early Bird flight to Seattle for only \$49 or to Portland for only \$69. Save money
save the day-that's the Bronco Spirit!

See the enclosed Bronco world route map and the brochure describing our fully
automated Frequent Flyer program. Then call your Bronco agent to make your first
reservation and accumulate your first Bonus points!

Sincerely,

Will McGoof
Will McGoof

6. (a) Define the following :— (any two) 2
Proxemics, Computer, Radar, Welding
- (b) State whether the following statements are true or false :— 2
(i) Silence speaks louder than words.
(ii) One should write to impress.
(iii) Engineers do not require Communication Skills.
(iv) Acting is a form of Communication.

(c) Read the following passage and answer the questions given below :—

If popularity is the benchmark of capability, the 'dirty' fuel is now measuring up to it. Diesel had been a loser for long, trying to catch up with gasoline in terms of efficiency and performance. It was much- maligned by rattling technology and noisy operations. Now after decades, diesel cars have taken over the Indian market leaving petrol- fired cars behind.

For the first half of 2010, the Indian auto market witnessed a spurt in the sales of diesel propelled cars. So much so in India's premium segment- from Maruti Swift to the BMW 7 Series category- 59% of the 6.88 lakh units sold in the first half of 2010 were diesel powered. The percentage is even higher than Europe, where the market is evenly divided between both the fuels.

Auto companies in India attribute this change to technology advancements that have given diesel higher fuel efficiency and better pick up. Historically the sales of diesel - driven cars had plummeted due to high maintenance costs and premium pricing.

The gradual change has now become a major determining factor for the success and failure of new cars. The verdict is clearly in favour of diesel- driven cars, Customers are pleasantly surprised by the clear advantage of instant acceleration and higher torques offered by modern diesel engines, even as petrol is trying to catch up on the technological changes.

For Indians with deep pockets, it is the luxury car segment running on diesel that is most popular. Consider this: Of the 446 cars in the BMW 7 series, Audi B and Mere 5 Class models, sold in the first six months of 2010, 79% had diesel engines. Indian customers prefer cheaper diesel models which provide better acceleration and return on investment. The times are not far away when diesel will be the strongest portfolio across all segments. The diesel strategy has paid Toyota rich dividends. In the premium sports utility vehicle(SUV) segment, its diesel Fortuner, launched last year, has ended the domination of competitive models like the erstwhile segment leaders, Honda's CRY and Mitsubishi Outlander that are only available in petrol versions.

The preference for diesel is particularly noticeable in premium cars, priced above Rs 4 lakh and luxury sedans and SUVs in the Rs 1 Crore bracket. The affinity for diesel also follows the introduction of the much acclaimed common rail injection (CRDi) technology that was first launched in 2002 by Hyundai in its Ascent sedan. Sharp- injector based fuel technology allowed diesel to burn much faster with learner operations, leading to higher fuel efficiency and faster accelerations.

Over the years , several modifications in diesel technology have been taken up by auto companies. Even entry - level cars made by Indian companies like Mahindra's Scorpio and Tata Motors' Indica now come loaded with modern diesel engines based on the CRDi technology , that was once the domain of high- priced cars.

Answer the following questions by choosing the right options.

- (1) The author in this passage attempts to establish which of the following? 1
- (a) The diesel cars these days are not only attractive but also costly.
 - (b) Modern day diesel cars are economic as well as attractive.
 - (c) In future, diesel cars are likely to become a dominant force in the Indian market.
 - (d) Indians are pleasantly surprised by the clear advantage of having a diesel car.
- (2) With which of the following is the author most likely to disagree? 1
- (a) Though diesel cars are becoming attractive, they are not as efficient as petrol cars.
 - (b) Indian customers prefer diesel models which provide better acceleration.
 - (c) Now diesel cars are more popular than petrol cars in India.
 - (d) The companies that produce only petrol versions are losing their domination in the market.
- (3) In the author's view, the preference for diesel cars in the Indian auto market is due to which of the following? 1
- (a) Recession has made Indian customers wary of expensive petrol- driven car.
 - (b) Technological advancements have helped diesel cars become more efficient and economical.
 - (c) Diesel cars have rich dividends to offer to the customers.
 - (d) Today, the number of diesel cars produced far exceeds the number of petrol cars produced.

(4) The phrase 'Indians with deep pockets ...' suggest which of the following

1

- (a) Indians who are rich
- (b) Indians who are more inclined towards buying petrol cars.
- (c) Indians who are more inclined towards buying diesel cars.
- (d) Indians who prefer utility to luxury while purchasing a car.

(5) Give synonyms for
Spurt, acclaimed.

1

(6) Give antonyms for
Acceleration, domination.

1

FE II (CGS) (Rev.) 01/06/13
Communication Skills

AGJ 1st half (n)con-code 893

Con. 6936-13.

(REVISED COURSE)

(2 Hours)

GS-5535

[Total Marks : 40

N.B. : (1) All questions carry equal marks. Question No. 1 is compulsory. Answer any three of the remaining questions.

(2) Figures to the right indicate marks.

(3) Answers to sub-questions should be grouped together.

Q1. Answer as directed:

[10]

A. Fill in the blanks:

(3)

i) He is one of the men who does/do the work. (Select the correct option)

ii) What's the time _____ your watch? (Fill in the blank with the correct preposition)

iii) The crowd approach is not in keeping with the principle of _____ in business correspondence.

B. Match the columns:

(3)

A	B
a) use of jargon	i) physical barrier
b) resistance to change	ii) barrier in written communication
c) Hierarchical structure	iii) mechanical barrier
d) faulty punctuation	iv) psychological barrier
e) stuttering	v) semantic /linguistic barrier
f) power failure during oral presentation	vi) faulty medium
	vii) status barrier

C. State whether the following are True or False and give reasons for your answer:

(4)

- A labeled diagram is an important component of an effective set of instructions.
- "Thanking you in anticipation" is a good ending to a business letter.
- A set of instructions should always end with a list of cautions and warnings.
- Lack of interest in a topic is a receiver-oriented barrier.

Q2. Answer the following questions:

[10]

A. Answer any one of the following:

(4)

- Define and explain the process of communication
- Explain the importance of feedback in a communication situation.

B. Distinguish between:

a) Solicited and unsolicited enquiry b) semi-block and modified block format

(2)

b) Fill in the blanks:

(2)

- The signature block in a letter consists of the _____, the signature and the name and designation of the writer.
- The principle of _____ implies concern for the needs of the reader.

[TURN OVER

C. Revise the following faulty set of instructions:

(2)

First you should rotate the temperature knob clockwise to 'Toast' and then the dial knob to align with the red tab. After opening the oven door, the wire rack should be inserted in the lowest slot. Finally you can place the bread slices on the rack.

Q3. Answer the following questions as directed:

[10]

A. Answer in one sentence any two of the following:

(2)

- i) What is paralanguage?
- ii) State whether you would use oral or written communication for completing the lease of your apartment and explain why.
- iii) Why is occulesics important in communication?

B. List any two differences between:

(2)

- i) Formal and informal communication.
- ii) Body language and paralanguage

c. You want to renovate your office situated at Ram Mahal, M.G. Road, Fort, Mumbai-400 001. Write a letter of enquiry to Elegant Interior Decorators, Sita Kunj, Cadell Rd, Mumbai, seeking information about the availability of furniture , cost of renovation work schedule etc. Use modified block format. (6)

Q4a). Write short notes on (any three):

[06]

1. Video conferencing.
2. The necessity and importance of feedback
3. The features of listening and hearing.
4. Grapevine Communication.
5. E- Mail Etiquette.

Q4b) Define the following objects:

[4]

Electric iron, tube light, table fan, burette,

Q5a) Describe the process of : sending an email.

[05]

Q5b) State whether following statements are True or False.

[05]

- 1) Acting is a form of communication
- 2) Body language is less important than verbal language.
- 3) In closed punctuation there are commas after the address.
- 4) The meaning of the message is not in the words
- 5) Extreme emotion enhances communication.

6. (a) Give diagrammatic representations of Horizontal communication, Vertical communication, Diagonal communication. 5
- (b) Read the following passage carefully and answer the questions given below :

Terror-Tech

From the ever-evolving computer industry to the introduction and widespread popularity of the internet, from the various electronic gadgets cars to spacecrafts, the world of technology is seemingly endless. Technology is a powerful tool in this modern era, and it has the capability to influence society for its betterment, as well as destruction.

Terrorism, by far, is the worst reason for which technology can be utilized: unfortunately, however, technology has helped terrorism to grow by leaps and bounds. It has helped terrorism in both actual and cyber terrorism. It takes only a glance at the complex making and build-up of an explosive or bomb to realize that yes; technology has had a worldwide impact on terrorism.

Thus we know that, on one hand, in the long run, terrorism nowadays is based mainly on different types of technology, Manufacturing hi-tech gadgets illegally, that too on a daily basis, using the internet as hub to meet, discuss and plan attacks with fellow terrorists breaking (hacking) into government data systems to wreck havoc are only some of the ways in which terrorists utilize technology. Even now, every Indian shudders when the thought of the 26/11 attacks come to mind, when the whole of Mumbai lost many of her loved ones, including army personnel, police officers, women and children. One question, keeps staring at us in the face –“How did a bunch of young boys keep an entire city under siege? ” The answer lies only in one word – technology. By using sophisticated weapons and gadgets, even a dozen young boys were able to terrorize us. Another example is of the train blasts that happened in Mumbai few years back. News reports state that the bomb inside the train was activated using a cell phone.

Conversely, if advancing technology supports the growth of terrorism, it also means that the government has better ways to defend the country/state against terrorism. Hi-end security measures, such as CCTV cameras, infrared detection, video messages regarding solely for the purpose of reporting unidentified / suspicious objects, are all ways in which government can defend the country and combat terrorist by foiling their plans, Bomb-squads, Bullet- proof jackets are many other ways for police and law enforcement officers to fight terrorism effectively.

Whether technology affects the future of terrorism in both the aforementioned ways, is quite clear. As technology advances, it will propel the ways and means of terrorism. Nevertheless, it will also enable the government to take better, stringent measures to protect the people against terrorist. It simply is the question of who will prevail first. And that, in its entirety, is a very scary thought.

1. Why is technology described as a powerful tool in the passage? [1]
2. How has technology helped terrorism? [1]
3. How do terrorists utilize technology? [1]
4. What are the good uses of technology? [1]
5. Give one word for: [1]
 - extensively far-reaching
 - Confusion and destruction.