

113 - Communication Skills

P. Pages : 3

Time : Three Hours



GUG/W/16/3668

Max. Marks : 80

Notes : 1. All questions carry equal marks.

1. a) Define a business letter and explain its scope. **6**
- b) Write a letter to the manager, Punjab National Bank, M. G. Road, Gondia, to stop the payment of a cheque. **10**

OR

2. a) State the different styles of a business letter. **6**
- b) Write an application in response to the following advertisements: **10**

"Applications are invited for the post of software engineers by Satyam Private Limited, Connaught Place, New Delhi. Candidates must possess three years experience in the relevant area. Apply with full bio-data.

3. a) Explain the essential characteristics of a good report. **6**
- b) You are the sales manager of Fresh-Look cosmetics Ltd. Company manufacturing cosmetics. Write a report on the recent decline in the sale of your product and give some Concrete suggestions for boosting sales. **10**

OR

4. a) What is a report? State the format of a report. **6**
- b) Write a report to the Project Manager about the progress of the construction of the Dhamni Dam. **10**

5. a) Change the narration. **6**

i) The doctor said, "Take a cold shower before breakfast if you want to keep fit".

ii) "Did you see the fire last night? Two shops were burnt to the ground," he said.

iii) She exclaimed with sorrow that the poor woman died that very night.

- b) Do as directed. **6**

i) In spite of this unity, the mind depends completely on the body. (Make a Complex Sentence)

ii) The rich cannot accumulate wealth without the co-operation of the poor. (Make it affirmative)

iii) You should inform me as soon as the papers are typed. (Rewrite using 'no sooner----than').

- c) Correct the errors 4
- i) Many of the bone are levers
 - ii) He is very much sorry.
 - iii) She was surprised on my failure
 - iv) English are fond of sports.

OR

6. a) Change the voice. 6
- i) I hate people staring at me.
 - ii) One expects better behaviour from a college student.
 - iii) When does he do his homework?
- b) Give meaning and make sentences of the following idioms and phrases. 6
- i) To hit below the belt
 - ii) A dark horse
 - iii) From hand to mouth
- c) Do as directed. 4
- i) I am as strong as he. (Change the degree of comparison).
 - ii) I will talk to him only after he apologises (Rewrite using 'unless').
 - iii) The news is too bad to be true (Remove 'too')
 - iv) What a beautiful night! (Make it assertive).

7. Read the following passage carefully and answer the questions given below

With the recent growth of mass media technology, advertising has begun to play a significant role in the national economy. Thousands of people are working to promote the sale of each new product or to boost the sale of a product already in the market. In fact, advertising as an industry now enjoys a respectable status and is regarded by many as a service to society

The avowed purpose of advertising is to inform the audience and to influence it to buy a particular product. The customer is made aware of goods and services available, their merits, uses and value. Advertising thus helps him in choosing what he actually needs or what he should have to add to his comfort and improve his standard of living.

But the sale of a product does not depend on advertisement alone. The quality of a product must be good and its price within the reach of those for whom it is intended. If exaggerated claims are made or the price is too high, advertising, howsoever powerful, will not prove effective.

India's advertising industry is about 75 years old. The British firms in India were the first to make use of advertising for marketing purposes in the beginning of the twentieth century. The advertising agencies opened by them gave an opportunity to the Indian staff to get training and set up their own establishments in due course. The first Indian advertising agency, B. Dattaram and co, started functioning in 1903

When India became free five-year plans were launched, economic activities increased at a tremendous pace. Many new industries were set up and gradually a large number of products, which were imported earlier, began to be manufactured in the country. Under these circumstances naturally advertising received a big boost. Now hordes of specialist agencies have come into existence to look after particular aspects of the advertising industry.

Questions:

- 1) What is the main function of advertising? 2
- 2) What factors have contributed to the growth of advertising as an industry? 2
- 3) Why is advertising considered an important activity of modern society? 2
- 4) Under what conditions can advertising prove effective? 2
- 5) Why did the advertising industry in India get a boost after Independence? 2
- 6) Does advertising sometimes exercise a harmful influence on our society? Elaborate your answer with examples. 3
- 7) Should the Government censor advertisements? Give arguments in support of your view. 3

OR

- 8 a) Write a short note on 'How to open a talk'. 8
- b) Discuss the main features of good delivery. 8
9. a) Explain the role of gesture and posture in communication. 8
- b) Explain the importance of group discussion. 8

OR

10. a) Write a short note on downward communication. 8
- b) Explain in detail the techniques of personal Interview. 8

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