

113 - Communication Skills

P. Pages : 4

Time : Three Hours



GUG/W/18/1453

Max. Marks : 80

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- Notes : 1. All questions carry equal marks.
2. Answer all questions.

1. a) State the different styles of a business letter. **6**
- b) Your well reputed electronic goods manufacturing firm has, for the first time, produced a T.V. set and wants to introduce it into the market. Draft a suitable circular to promote the sale of your product and address it to the dealers and whole-sellers. **10**

OR

2. a) Explain the different parts of a business letter. **6**
- b) Write a letter to the manager, Punjab National Bank, Nagpur, asking for net banking facility. **10**
3. a) What is a report? State the format of a report. **6**
- b) You feel the necessity of opening a branch office of your company, which manufactures oil engines, in your town. Draft a report, stating your suggestions to the Director of Mahesh Industries, Colaba, Mumbai. **10**

OR

4. a) What is the importance of reports? **6**
- b) Write a report to the project manager about the progress of construction of stadium at Indore. **10**
5. a) Change the narration. **6**
- i) The examiner said, "Any examinee who takes help of books shall be disqualified for five years".
- ii) "Do you like vegetarian food"? I said to him.
- iii) She asked her mother if she might go out with her friends.
- b) Do as directed. **6**
- i) Nothing is more agonizing to the active man than enforced idleness.
(Change to the superlative degree)
- ii) I flung it on the table and set to work again.
(Make Complex sentence)

- iii) Her family and their well-being were her highest priority.
(Make interrogative sentence)

c) Correct the errors.

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- i) Her handwriting is like Kavita.
ii) He is M.Sc.
iii) Look on the front side.
iv) Anil talks French well.

OR

6. a) Change the voice.

6

- i) It is now time to take the attendance.
ii) Many people went to see the inauguration of the new airport.
iii) All desire wealth but some acquire it.

b) Give the meaning and make sentences for the following idioms and phrases.

6

- i) Give up.
ii) Speak volumes for
iii) Burn one's fingers.

c) Do as directed.

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- i) That's good for the consumer.
(Add a question tag)
ii) I would not be beaten, I would not give in.
(Rewrite using 'neither....nor')
iii) Dora had never received such a gift.
(Rewrite as an affirmative sentence)
iv) The news is too bad to be true.
(Remove 'too')

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

So what is a city? It's a dense amalgamation of buildings and people. A city must provide equity and also be sustainable. As an architect who has been closely connected with Delhi and its planning, my wish list is more about the direction we need to take so that future generation don't end up living in chaotic dysfunctional cities.

There's lack of planning and inadequate implementation systems. This applies to all essential components of a city- streets, public transport system. traffic management, affordable housing, cars and parking, drainage, water supply, sewerage and garbage. Any deficiency in these will lead to poor quality cities.

We don't have to look far. There are enough cities worldwide which have managed to radically improve the quality of life of its citizens. Take Singapore. It has managed to limit cars and has a very efficient transport system. Shanghai has wonderful footpaths everywhere. New York is actively developing cycling facilities in large parts while Holland, Denmark and other Scandinavian countries have developed cities around a bicycling infrastructure, creating a complete culture around them which is humane and ecological. There is Tokyo, the world's most populous city, which has a metro system used by 80% of the population.

i)	What according to this architect are the requirements of a good city?	2
ii)	What would lead to poor quality cities?	3
iii)	How can citizens improve the quality of cities?	3
iv)	What do you think of cities like Singapore and Shanghai?	3
v)	Find a word in the passage that refers to the basic systems and services an organization uses for efficiency.	1
vi)	Give the synonyms for the following words; a) Sustainable b) Pragmatic	2
vii)	Give the antonyms for the following words: a) Public b) Affordable	2

8. a) Describe the essential elements in successful speaking. 8

b) Suggest various ways of improving memory. 8

9. a) What do you mean by downward communication. 8
- b) Explain the role of eye contact and facial expression in communication. 8

OR

10. a) List some do's and don't in group discussion. 8
- b) How should a candidate prepare for an interview? 8

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