University of Mumbai

Curriculum Scheme: Rev2016

All Programs

Examination: FE Semester II

Course Name: Communication Skills

Paper / Subject Code: Communication Skills

Total Marks: 40

Duration: 1 hour 30 minutes

Q.1 Choose the correct option for following questions. All the questions are compulsory and carry 2 marks each. 10 Marks

Note: Correct option is given in BOLD letter.

1. The origin of the word communication is _____

A. communicare

B. communicate

C. communication

D. communicative

2. The first language which we learn or speak as a child _____

A. jargon

B. mother tongue

C. vernacular

D. dialect

3. What is a sentence?

A) A group of ideas.

B) A group of words that communicate a complete thought.

C) A set of rules to write correctly.

D) A set of words that is grammatically correct

4. Technical writing demands _____ use of language.

A) Figurative

B) poetic

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C) factual

D) dramatic

5. Where are the details of the Enclosures mentioned?

A. At the beginning

B. Below the signature columns

C. Right hand side of the letter

D. In the main body of the letter

Q.2 Attempt any 2. **10 Marks**

A. Write short note on

1. Seven Cs in business letter

Example should be given with the principle (Any 5 principles should be explained correctly) each principle carries 1 mark.

2. Types of barriers in communication

At least 5 types of the barriers with examples should be explained correctly. (3 marks)

How to overcome the barrier should be explained (2 marks)

B. For the following communication situations identify the sender, receiver, message, medium, channel and feedback.

1. A Project Report Presentation

Sender: Student/presenter (1 mark)

Receiver: Teacher/expert/audience (1 mark)

Message: Information/data in the report to be presented (1 mark)

Medium/channel: Mike, face to face oral communication (1 mark)

Feedback: Questions/doubts of the audience and/or appreciation (1 mark)

2. The Section Head calls the meeting of subordinates to discuss the reasons in the fall in the production.

Sender: Section Head (1 mark)

Receiver: Subordinates/audience (1 mark)

Message: the reasons in the fall in the production (1 mark)

Medium/channel: Mike, face to face oral communication (1 mark)

Feedback: Questions/doubts of the audience and/or appreciation (1 mark)

C. Write short note on

1. SQ3R technique in reading

Survey, Question, Reading, Recite and Review (Correct explanation will get 2.5 marks)

2. Proteomics and its impact on communication at workplace

Proximity: definition, meaning and four zones (correct info will get 1.5 marks)

Impact of Proximity at workplace: 1 mark

Q.3 Attempt any 2. 10 Marks

A. Choose the useful app for an android mobile and give instructions to download and operate the same.

Any 6 correct instructions should be given 5 marks.

B. You are the Branch Manager of "Star Group of Companies Pvt Ltd." Pune. You want to set up a new branch office in Kolkata. Place an order for office furniture to "Wooden Rock Planet Pvt Ltd", Mumbai.

Correct Format/layout should get 2 marks

Correct write up should be given 2 marks

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Neatness and professional look of the letter should get 1 mark

C. Write short Notes on

1. Complete Block Format with Layout

Correct format/ layout should be given 3 marks

Explanation of the elements should be given 2 marks

2. The importance of grammar and vocabulary in the language skills

Suitable explanation should get 3 marks

Grammatical accuracy should get 2 marks

Q.4 Attempt any 2. **Marks 10**

A. One word substitution

1. One who loves mankind: **Philanthropist**
2. One who looks positive side of every problem: **Optimist**
3. One who eats human flesh: **Cannibal**
4. One who speaks more languages: **Multilingual, Polyglot**
5. One who supervise in the examination: **Supervisor, Invigilator**

Correct answer should get 1 mark each.

B. Write a detailed note on the Communication Process with diagrammatic representation. Mention the details of the elements in communication process with a suitable example.

Communication definition and example: 1 mark

Process/Cycle (diagram): 1 mark

Elements with correct explanation: 2 marks

Suitable example: 1 mark

C. Superstar Cosmetics, Mumbai have complained that they receive a consignment of 100 ng of body sprays in damaged condition and have asked for adjustment, they have attributed the damage to defective packaging. On behalf of Sam Perfumes and Cosmetics, Mumbai write a suitable reply.

Correct Format/layout should get 2 marks

Correct write up should be given 2 marks

Neatness and professional look of the letter should get 1 mark

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