

No. of Printed Pages : 6

Roll No. 1402081066

2K5-AS-1

Nov./Dec. 2014

COMMUNICATION SKILLS

Time Allowed : 3 Hours

Max. Marks : 100

- Note**
1. 'Part—A' may be attempted in first 6 pages of Answer-sheet.
 2. 'Part-B' may be attempted in rest of the sheets of Answer-sheet.
 3. Word limit wherever prescribed must be followed.
 4. Questions which have been made compulsory must be attempted.
 5. All questions should be in English.

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[Part – A]

1. Answer any ten questions in not more than 30 words each : $10 \times 2 = 20$

- (1) Define communication with an example.
- (2) How can telephonic communication be made effective?
- (3) Suggest two ways of making oral communication more interesting.
- (4) What are the different types of barriers to communication?
- (5) What are the advantages of e-mail?

- (6) What are the common ways of overcoming barriers to communication?
- (7) What are the 7Cs of communication?
- (8) Define lateral or horizontal communication.
- (9) What is the meaning of salutation in letter writing?
- (10) What is the general purpose of letter writing?
- (11) is the main advantage of e-mail.
- (12) What are the qualities of a good report?
- (13) What is the significance of a business letter of enquiry?
- (14) What should be the style of writing a complaint letter?
2. Attempt any five of the following questions in about 70 words : $5 \times 4 = 20$
- (1) Write a letter to the editor, The Hindustan Times, regarding the insanitary condition of your locality.
- (2) Write a letter to the owner of the shop from where you have purchased a frost-free refrigerator which is not cooling effectively. The product is under warranty.
- (3) Write a notice regarding hosting of a cultural visit by IYF (Indian Youth

- Federation) to your polytechnic. IYF is organizing a mega event and desires your polytechnics contributions to its programme.
- (4) Write a circular warning your employees against late coming and absenteeism without permission.
- (5) Write a representation to the Chairman DTC regarding non-availability of 'Women Special' buses in the areas near Delhi University. Cite reasons of safety and security to support your arguments.
- (6) Write a report on the existing conditions in your polytechnic library. It's strengths and weaknesses. Need to improve condition and recommendations to improve conditions.
- (7) Write press notice announcing the change of your office address. You have shifted to 48-B, M Block, Outer Circle, Rajiv Chowk, Delhi.
- (8) Your language laboratory needs six desktop computers and three laptops for instructing students. Write a supply request to M/s Acme Enterprises giving details, specifications, etc.

[Part - B]

Note : Attempt any one of the question from questions

no. 4 to 6. Question number 3 and 7 are compulsory. $3 \times 20 = 60$

3. Draft a job application letter (enclosing a resume) to the General Manager (HR), SIDCO Electronics Ltd. Box No. C1774, Times Of India, Delhi regarding requirement of a Junior Engineer (Trainee). You are Rahul Sharma/Dipika Mehara, a pass out from G.B. Pant Polytechnic, Okhla. You hold a first class diploma and two years work experience with excellent communication skills.

4. Write a newspaper report on a horrific accident involving a dumper and a car, killing all occupants of the car.

5. Explain the process of communication with the help of a diagram highlighting all the components of the process of communication.

6. Bring out a well planned circular highlighting the need for cleanliness in the office premises and what steps are planned for executives to implement the 'Swachh Bharat' campaign in your office. Sign as M.D. (Admin).

Write a precis on the following passage and give a suitable title :

'It is estimated that an Indian spends at least 3 hours in front of the idiot box everyday.' The remote control allows access to hundreds of channels making it possible to surf around as many films as there are days in a year, hundreds of soaps, song and dance routines.

This is a far cry from the old days, not very long ago, when the old faithful Doordarshan, commanded every one's attention on Sunday morning. Since then, the options have multiplied fast and furious. Today's viewers can take his pick from the numerous channels like Discovery, TNT or local cable channels which offer specialized fare for a specific viewer.

So, faced with this glut, what does the viewer do? After the initial euphoria, he settles down to watching a few regular favorites. Now, there is no question of settling down with the whole family and watching a serial together at nine P.M. Now, he can watch whatever he likes, wherever he likes, and so can his wife, the children and the maid. The plethora of options have given rise to a bewildering array of choices,

each equally tempting. The disintegration of old ways of watching T.V. with limited options has led to an individualism which is not healthy. Meal times at home get disrupted because some one wants to watch a particular serial, or a visitor to the dwelling is ignored because a favorite is on. T.V. short circuits human communication and insinuates itself as the new source of entertainment.

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