

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 20

M.Sc. AMT (2018 Onwards) (Sem.-1)

**COMMUNICATION SKILLS**

Subject Code : MAMT-18-104

M.Code : 75793

Time : 3 Hrs.

Max. Marks : 70

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SEVEN questions carrying FIVE marks each and students have to attempt any SIX questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

### SECTION-A

Write briefly :

1. What is Sentence?
2. What is Business Communication?
3. What is Media?
4. Explain the objectives of media.
5. What is an E-mail?
6. What is Advertisement?
7. What are the characteristics of formal letter?
8. Give a few advantages of effective communication in business house.
9. Mention any two aspects that needs to be taken care of while preparing a good presentation.
10. What is Non-verbal communication?

## SECTION-B

11. What is the process of effective communication?
12. Explain the different barriers to communication and ways to handle and improve barriers.
13. Explain the importance of presentation skills in the business world.
14. Explain the importance of listening skills for a leader.
15. Explain the importance of reading and writing skills.
16. Explain the purpose of presentation skills in business world.
17. Explain the importance of body language while delivering presentation.

## SECTION-C

18. Explain the importance of reading and writing skills and how writing skills can be improved through understanding and practicing?
19. Write the importance of understanding the barriers to communication and ways to handle and improve communication barriers.
20. Write a formal letter of application for the job of a computer engineer in response to the following advertisement :  
Position : Computer Engineer.  
  
Job Profile : DBA, entry of information/records.  
  
Skills : Engineering in Computers, Good Typing speed flexibility to work in shifts.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.