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Total No. of Pages : 03

Total No. of Questions : 11

**M.Sc. (Multimedia) (Sem.-1)**

**COMMUNICATION SKILLS**

**Subject Code : MAMT-18-104**

**M.Code : 75793**

**Date of Examination : 21-01-23**

**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**

**1. Write short notes on the following :**

- a) What is Tender?
- b) What is business communication?
- c) What is indirect speech?
- d) Explain the different parts of speech.
- e) What is a Email?
- f) What is an advertisement?
- g) What are the characteristics of formal letter?
- h) Give a few advantages of effective communication in business house.
- i) Mention **any two** aspects that needs to be taken care of while preparing a good presentation.
- j) What is Non-verbal communication?

## SECTION-B

2. What is the process of effective communication?
3. Explain the different barriers to communication and ways to handle and improve barriers.
4. Explain the importance of presentation skills in the business world.
5. Fill in the blanks choosing the most suitable word from the choices given:
  - i) You.....deposit your visa fees before you fill in the visa application.  
(might, have to)
  - ii) Now that the Secretary.....what she had to say we can ask for the reactions of the other member.  
(completed, has completed)
  - iii) A new company must try to build its.....  
(credibility, credulity)
  - iv) There were too many divergent views and it became difficult to a.....consensus.  
(arrive at, create)
  - v) I feel that the whole department must.....responsibility for this mix-up.  
(take, receive)
6. Change the voice
  - i) Harry ate six shrimp at dinner
  - ii) Beautiful giraffes roam the savannah
  - iii) Sue changed the flat tire
  - iv) We are going to watch a movie tonight
  - v) I ran the obstacle course in record time
7. Explain the purpose of presentation skills in business world.
8. Explain the importance of body language while delivering presentation.

### SECTION-C

9. Explain the importance of reading and writing skills and how writing skills can be improved through understanding and practicing.
10. Write the importance of understanding the barriers to communication and ways to handle and improve communication barriers.
11. 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.

**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.**