

**The Mandvi Education Society Institute of Compute Studies
The Mandvi Education Society Technical Campus**

MCA – Semester I

Subject Code: 2610003

Subject Name: Communication Skills

Given Date: 07/09/2013

Submission Date: 16/09/2013

- Q.1 Define the following terms:
Communication, Communication Skill, Language, Grapevine,
Conversation, Etiquette
- Q.2 (a) Explain the importance of paralinguistic in communication giving example.
(b) Write a note on characteristics of language
- Q.3 (a) "Communication is the process of sending and receiving information." Explain the communication process using schematic representation.
(b) Explain the various modes of communication flow in an organization.
- Q.4 (a) What are the situations that involve public speaking? Explain in brief the guidelines for effective public speaking.
(b) Explain in brief the etiquettes one must follow while making telephonic calls.
- Q.5 (a) Discuss the merits and demerits of assertive communication.
(b) Explain four major formal communicative skills.
- Q.6 What do you understand by persuasive speaking? State why speakers need to persuade. Also explain in brief the factors that lead to effective persuasion.
- Q.7 Assume that you are the Purchase Manager of Alpha Engineering Company, Salt Lake City, Kolkatta. Your company sent an order for 5 HP printers to Technovision Systems Ltd., Electronics City, Bengaluru – 560 103 on 8th May 2012, but you received only 2 printers. Write a letter to S. Rameshan, the GM(Sales and Marketing) of TSL making a complaint and asking him to send the remaining 3 printers.
- Q.8 You are a marketing manager of a company and you are supposed to sell an android based mobile phone. Draft a sales letter highlighting the various features and attributes of the product.
- Q.9 Write a cover letter to apply for the job of Assistant Professor - MCA, advertised by Global Institute of Computer Studies in Times of India dated 05/09/2013.
- Q.10 You want to open a new bank account with a particular nationalized bank. Draft a letter to the bank manager for the same along with the necessary documents.
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