

GUJARAT TECHNOLOGICAL UNIVERSITY
BCA/ MCA INTEGRATED – SEMESTER I- EXAMINATION –SUMMER-2025

Subject Code: BC01001071

Date: 17/06/2025

Subject Name: Communication Skills

Time:02:30 PM TO 05:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 (a) What is technical communication? Discuss in brief characteristics of technical communication. **07**

(b) What key elements should be considered while preparing a presentation? **07**

Q.2 (a) Share in brief your experience of nervousness and stage fright in the class during presentation(s) and how you tried to overcome the same? **07**

(b) Write a note on Visual Aids used in presentations. **07**

OR

(b) Explain barriers to effective communication. **07**

Q.3 (a) What defines group communication? What are the main characteristics of group discussions? Discuss in brief the important features of group discussions in selection process. **07**

(b) Write a letter of inquiry for the gift (of your choice) to be given in the upcoming farewell party to the seniors of your college. **07**

OR

Q.3 (a) What are the purposes of interview? What is a job interview? Why we need to conduct job interviews? **07**

(b) What are the main goals of writing an effective memo in a corporate environment? Write a sample memo of your choice. **07**

Q.4 (a) What are the advantages of email communication? What are the some of the most common mistakes to avoid in a business email? **07**

(b) Explain how technology-enabled communication has positively impacted communication. **07**

OR

Q.4 (a) What is the typical structure of a report? **07**

(b) Discuss in brief negative impact of technology-enabled communication. **07**

Q.5 (a) What is the difference between prefixes and suffixes? Explain with examples. **07**

(b) Discuss the main factors to be considered in selecting the most suitable tool for technology-enabled communication. **07**

OR

Q.5 (a) Discuss in brief any three common errors in English with relevant examples and state the reasons why these common errors occur. **07**

(b) According to you, what are the factors that affect effectiveness of technology-based communication? Also share how to overcome the same. **07**
