

FE - Sem 2 (CBCGS) COMMUNICATION SKILLS Dec 2017

Q1.(a). Write a short note on objectives of communication. (03)

Ans: The basic objective of all human communication is to "obtain and understanding response." With what intention do we communicate, governs the way we communicate one need to be clear about "why" and to accomplish "what" one is communicating. Some important objective of communication are:

(i) Information: The prime objective of communication is to exchange information within and outside and Organisation. It is imperative to ensure that information flow is smooth so that the organisation can grow and its employees and customers are happy.

(ii) Planning and execution: For carrying out delegated task and official responsibility to plan and convey future course of action to instruct and train employees effective communication is vital.

(iii) Motivation and Raisings morale: A family has to ensure that its members are motivated. similarly an Organisation has to keep its employees motivated for better output and loyalty. Through effective communication, the moral of employee must be kept high. The higher authorities must ensure that damaging rumours are kept at bay and that there is an environment of trust and Faith by means of maintaining open communication and being approachable.

Q1.(b). Read each sentence and fill the blank spaces choosing the correct article in it. (02)

(i) Are you coming to _____ party next Saturday?

(ii) She was wearing True _____ ugly dress when she met him.

Ans: (i) the

(ii) an

Q1.(c). Write short note on modified block format with its diagrammatic representation. (03)

Ans: the modified block from format is a business letter format with a typing style that strikes a balance between modern and traditional letter formats. Modified block format Alliance all part

of the letter to the left except the date complimentary close and signature area which are right aligned. The first line of a new paragraph is not indented. Paragraph break is indicated by double spacing between two paragraph. It takes the mixed punctuation style. The addressee are also written in the block style, with each line starting at the left margin, without indentations.

MODIFIED BLOCK FORMAT

SENDER'S ADDRESS _____	
Reference NO. Inside Address _____ _____	
Salutation Subject line Body Paragraph1 _____	
_____ Paragraph2 _____	
_____ Complimentary close, Signature Name Designation	
Reference Initials Enclosure Courtsey copies Postscript	

Q1.(d). Construct the technical definition of the following. (02)

i. Electric bell

ii. Clinical thermometer.

Ans: i. An electric bell is a mechanical bell that functions by means of an electromagnet, typically having a hammer operated by a solenoid which make a rapid suction of hits as a result of make and break contact on the solenoid.

ii. A clinical thermometer is an instrument used for measuring a person's temperature. It usually has a graduated glass tube with a bulb containing a liquid (typically Mercury) that is expandable and rises in the tube as the temperature increases.

Q2.(a). Explain 7 C's of effective written communication. (03)

Ans: in order to achieve the desired outcome in written communication certain principles of effective correspondence writing must be kept in mind known as 7c's they are:

1. Clarity: clearness in writing for the reader to understand the information easily using familiar and easy word and short sentence and paragraphs avoiding jargon and complex word will help in maintaining clarity.
2. Courtesy: A good business letter must always be written politely. Courtesy in letter writing consists of using words and phrases that show courteous attitude towards the reader.
3. Correction: A letter should be correct in form as well as language. Spelling's, grammar, punctuation, tone, format are all of significance in an effective letter. Proper editing and review is necessary.
4. Concreteness: an effective letter is never vague and general. Words and phrases with specific meaning must be used for the intended message to be clearly conveyed.
5. Conciseness: Conciseness is refers to convene complete message with the help of minimum possible words. This can be achieved by avoiding word the expression, repetitions and including only relevant details.
6. Completeness: when a message is transmitted the reader desire complete information to be presented. A chain of who- what -where- why- when- how questions must be addressed in the process of information presentation.
7. Consideration: While transmitting information one must keep the interest of the reader in mind. The writer must integrate "You Attitude" and style of writing that looks at things from the reader's point of view.

Q2.(b). Explain merits of oral communication. (02)

Ans: Oral communication is the process of expressing information or ideas by word of mouth and speaking. The advantages or merits of oral communication are:

1.Many nuances of meaning can be conveyed with the help of tone,pitch, voice modulation and stress.

2.It saves time and the feedback is instantaneous.

3. It allows the memory of spontaneous idea.

4. It can be used to communicate with groups, as in public meeting, group discussion, etc.

5. It saves money as many oral communication situation our face to face and do not require gadgets or stationery.

6. It helps in relationship building as there is less formality and it helps to convey feelings and emotions. It can also be modified based on the feedback.

Q.2.(c). As the Purchase Manager of Elixir society, you have ordered some computers and scanner for your office to Global systems limited. Which you had ordered from them as reached you in a damaged condition. Make a complaint to company and demand replacement or suitable compensation. Invent necessary details (use complete block form.). (05)

Ans:

ELIXIR SOCIETY

Plot no. 796.M.G. Road, Sector-17,vashi.

022- 27536869 visit us@elixirsociety.com

Ref No. ELSO/45/MUM

15th June 2018.

The Sales Manager,

Global Systems Lts.,

53, Topiwala lone,

Lamington street,

Mumbai-4000 089.

Sun: Received damaged consignment vide Order no.456

I am writing to inform you about the consignment of 06 computers and 03 scanners which were delivered to our society office in a damage condition. On a detailed inspection, it was observed that adequate care was not taken during the transportation, with the credits and cartoons noticeably damaged. Two out of the six Dell desktop monitors we had ordered are not functioning the two scanners are also faulty. There are major issues with two of the CPU with the computer shutting down abruptly, resulting in the loss of data and time.

This negligence and substandard quality of computers deliver to us is not acceptable at all, especially considering the long standing Association you've had with our society. Your store had been known to provide quality computer systems and service in the past. Such incident would only serve to tarnish the reputation of your store.

I expect your to redress this issue at the earliest, with the only two options available being a complete refund or replacement of all the damage equipment. I look forward to a speedy resolution of this matter, and would expect a positive response within three day of receiving this letter.

Regards,

Angad Malhotra

Purchase Manager

Encl: Invoice No. 38765.

Q3(a) write a short note on chronemics(Temporal). (03)

Ans: Chronemics is the study of the use of time in nonverbal communication the way that one perceives and values time, structures time and reacts to time frames and schedules. Across cultures, time perception (which include punctuality willingness to wait etc.) Play a role in the non verbal communication process. Time can be used as an indicator of status (meetings, appointments). Cultures are sometime considered as monochronic and polychronic where in monochronic time system means that generally one thing is done at a time and polychronic means a system which allows multitasking. A person's punctuality or tardiness communicates his attitude, his time management skills and the way he is respecting the time of other.

For instance if a person belongs to a society and culture which emphasizes on punctuality, and he is communicating with a person from diverse culture who emphasizes more on the task then on the time, there are bound to be barriers. Search perception and barriers must be overcome by understanding Chronemics.

Q.3(b). Match the following. (02)

A

- 1. Full block form.**
- 2. Letterhead.**
- 3. Demanding for compensation.**
- 4. Open punctuation.**

B

- a) claim letter**
- b) body of a letter is punctuated**
- c) no indent**
- d) logo**

Ans: 1. c)

2. d)

3. a)

4. b)

Q3.(c). You have opened new shop stationary in node of your city. Write a letter of enquiry for different items for your shop from wholesale dealers from Mumbai. Mention all details regarding different varieties, colour, quality and prices etc while you need for your shop. (Used modified block). (05)

Ans:

PEN FRIEND

PREMIUM STATIONERY AND SCHOOL SUPPLIES

022- 28964321. penfriend@gmail.com

Shop no. 33, Glomax Mall, Kharghar- 33.

15 December 2017.

The Proprietor,

Kalam Stationary Suppliers,

Crawford Market, 2nd lane,

Mumbai- 400053.

Sub: Request for quotation

Dear Sir,

I understand that Your Fame deals in wholesale supplies of office and school stationery since many decades I have opened a new stationery shop at glomax mall in Kharghar node of Navi Mumbai and hence I wish to enquire about the availability of the following office and school stationery and supplies:

Sr.no	Description	Quantity
1	Cello gel pens	200
2	Parker pen sets	200
3	Montex winner ball pen	50
4	Rolex premium gold pens	50
5	Natraj pencil	Hundred box
6	A4 size printing paper	500 packets
7	A4 size executive Bond papers	50 packets
8	Kangaroo office supplies	V 100 box

Please let me know the availability the rates processing time delivery mechanism and other terms and conditions by 24th December. I look forward to hearing from you soon and hope that you will offer attractive discount as we wish to establish a long standing business relationship with you.

Regards,
Vijay Bhagwat,
Proprietor.

Q4.(a). Write short note on qualities of good speaker. (02)

Ans: public speaking is an art. Good public speaking skill are not innate, they can be acquired and nurtured over time and with practice. Some qualities and characteristics of effective public speaker:

1. Confidence
2. Passion towards the topic
3. Authenticity being true to yourself
4. Plenty of practice not memorization
5. Speaking in one's natural voice
6. Good voice modulation and paralanguage
7. Keeping it short and simple
8. Connect with the audience
9. Emphasize with the audience
10. Story telling engaging narrative
11. Repetition
12. Good body language (eye contact, gesture, posture, facial expression).

A good speech must engage the audience the art of public speaking goes beyond reading from cue cards it is an intense mode of communication which has the power to inspire and transform the listener.

Q4.(b). Write a short on following concepts. (06)

1. Significance of a feedback

2. You attitude

Ans: 1. Significance of a feedback

Feedback is a response from the receiver that inform the sender how the communication is being received in a General feedback is invisible essential to make two way communication effective feedback is significant in the cycle of communication because of the following reason:

- a) The sender can get to know whether the message was transmitted successfully.
- b) Whether the intended receiver received the message.
- c) Whether the receiver interpreted the message in the intended manner.
- d) Whether there is a need to resend the message or take the communication ahead.
- e) If a business takes its feedback from customer in the right spirit it will be on the path of continuous improvement.

- f) Providing constructive feedback to employees can help them to continuously improve. Feedback is what makes the cycle of communication complete. For example, in classroom, from the nonverbal and verbal feedback from the students, a teacher can get to know whether the lesson taught is clearly understood by the student or not and whether there is a need for further explanation. Hence it is rightly said the feedback is the backbone of an organisation.

2. You attitude

Your attitude is a style of writing in official business correspondence that looks at things from the reader's/reception point of view and takes the interest and benefits for the reader into consideration. While writing a business letter the advantages of the reader must be kept in mind, as the reader will respond well if the writer show consideration for his/her interest you attitude respects the readers Intelligence and time protect the reader ego and emphasizes on what the reader want to know.

This can be achieved by using "you" more often than I in positive situation but avoiding "you" in negative situations.

E.g1: Lacks you attitude: We must receive your receipt with the Merchandise before we can process the refund.

With you attitude: please enclose the receipt that with the merchandise so that your refund can be processed promptly.

Eg. 2: Lacks you attitude: I will give you 10% discount
You can get a 10% discount.

Q4.(c). Identify the barrier. (02)

1. He is set on Bank.

2. Everything is wrong in this company.

Ans: 1. Linguistic barrier arising from incorrect uses of grammar.

2. Psychological barrier arising from negative attitude.

Q5.(a). Explain in detail cultural barriers. (03)

Ans: cultural diversity makes communication difficult as various cultures give rise to different gesture, behaviour, languages, opinions and social norms. Communication shapes culture and culture shapes communication. How will we communicate is determined not only on how we say things, but on how well we I understood by other,

irrespective of their cultural background. Cultural barrier arise because there are significant difference among people, which are reflected in some of the following areas:

1. Languages: Idioms, Phrases and connotation are different across different language.
2. Concept of time: Asians have a very relaxed attitude towards time where is European are particular about adherence to time in the professional and personal relationship.
3. Concept of space: the concept of personal space varies from culture to culture.

4. Non verbal communication: Body language, gesture, colour, attire all this have different meaning for different cultures. The best way to overcome cultural barriers in communication is to emphasize with other communicates and respect their culture (as well as ours) and try to keep a ride difference and instead try to find common ground.

Q5.(b). Provide one word substitute for the following sentence. (Any two). (04)

- 1. One who copies from other writers literary theft.**
- 2. One who does a thing for pleasure and not as a profession.**
- 3. A place where ships seek shelter.**

Ans: 1. Plagiarist

2. Amatuer

3. Harbour

Q5.(c). State the difference between warning and caution. (03)

Ans: In technical writing, especially while writing instructions, the subject matter often calls for warnings, precautions, cautions and danger alert.

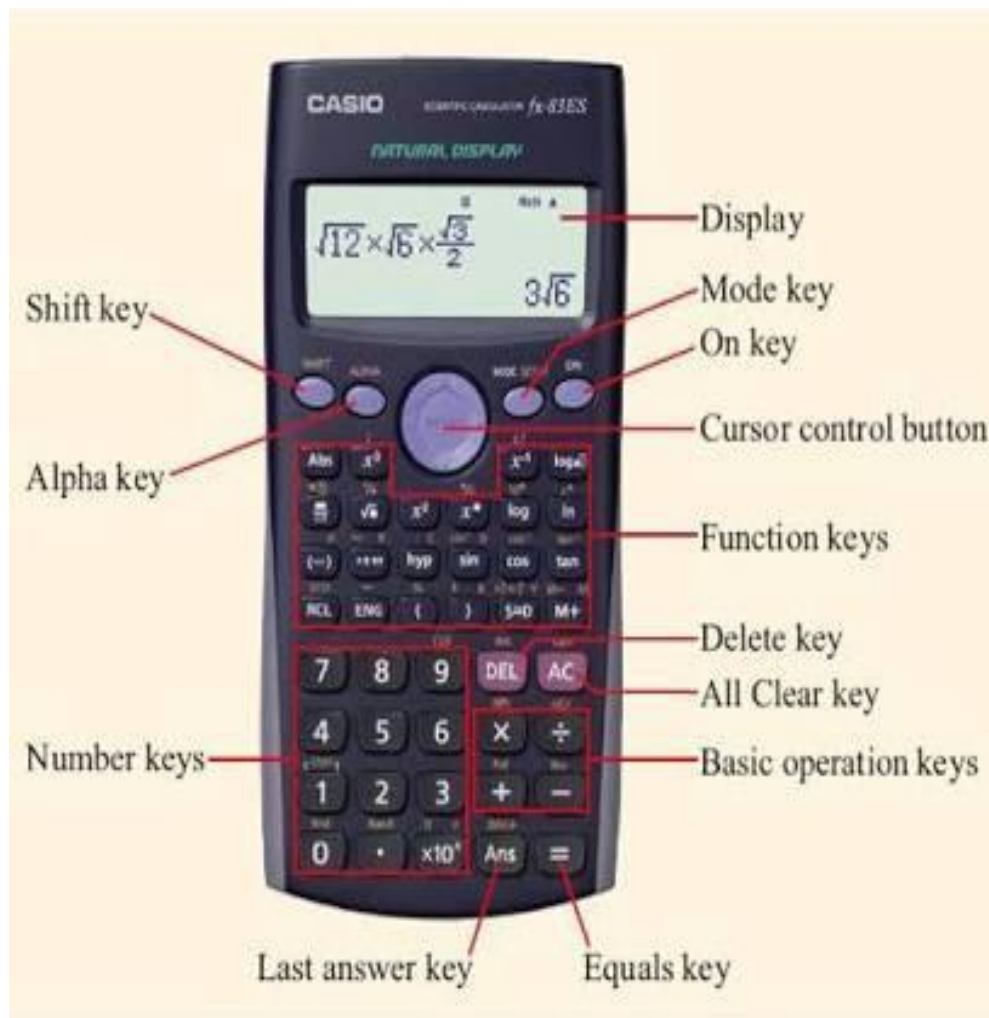
A warning alert the reader to the risk or possibility of facing a personal injury or a hazard which might result in death. Example: "Unplug the computer before removing the outer case if you don't have electric shop main result."

Caution alerts the reader to the risk or possibility of damaging a product, including Data loss. Example: "do not scrap the freezer with a sharp object or nice to remove exercise. The surface may get permanently damaged".

Q6.(a). Describe any one of the following objects giving definition diagram component and working of calculator or voltmeter. (05)

Ans: 1. Calculator

Definition: A calculator is a small portable, electronic device used to perform both basic and complex operations of arithmetic.



Components: In general, a basic electronic calculator consists of the following component:

- Power source (battery or solar cell).
- Keypad (keys used to input number).
- Function commands are basic operation keys (addition multiplication) etc.
- Processor chip
- Encoder unit (converts number and functions into binary code).

- f. X register and Y register (temporary stores while calculating).
- g. Decoder unit (convert binary code into "decimal" number which can be displayed on the display unit).
- h. Display panel (Display input number, commands and results calculates usually have liquid crystal display).

Working: calculator work by processing information in binary form. When we input a number into a calculator, an integrated circuit converts those number to binary string of zeros and ones. The ICS then use the strings to turn transistor on and off with electricity to perform the Desire calculations. 100 calculation has been completed, the answer in binary form is been converted back to the normal base 10 system and display on the calculator display screen.

2. Voltmeter

Definition: Voltmeter is an instrument used for measuring electrical potential difference between two point in an electric circuit.



Components: when taking a voltage reading the instrument is placed across the portion of the circuit that is to be measured. Digital voltmeter have input in amplifier and generally have a constant input resistance of 10 Mega ohm regardless of set measurement range. To make sure that Dvm reading is used in the manufacture specified tolerance, they should be periodically calibrated against a voltage standard such as Weston cell.

Working: unknown voltage signal is fed to the plug generator, which generates a pulse whose weight is proportional to the input signal. Output of a pulse generator is fed to one leg of the

AND gate. The input signal to the other leg of the AND gate is a train of pulse. Output of AND gate is positive Trigger train of duration same as the width of the pulse generated by the pulse generator. This positive Trigger train is said to the inverter which converts it into a negative triggered train. Output of the inverter is fed to a counter which counts the number of triggers in the duration which is proportional to the input signals, that is voltage under measurement. Thus counter can be calibrated to indicate voltage in volts directly.

Q6.(b). Read the following passage carefully and answer the questions given below. (05)

The new year is the time for resolution. Mentally; at least most of us gold compile for midable list of do's and don'ts. The same old favorites recur year in and year out with the children, do a thousand and one job about the house, be nice to people we don't like, drive carefully, and take the dog for a walk everyday. Past experience has taught us that certain accomplishment are beyond attainment. If we remain deep rooted liars, it is only because we have CEO of 10 experienced that frustration that results from failure.

Most offers sale in our efforts at self improvement because our schemes are too ambitious and we never have time to carry them out. We also make the fundamental error of announcing our resolution to everybody so that we look even more foolish when we sleep back into our bad old way. Aware of this pitfalls, this year I attempted to keep my resolution to myself. I Limited myself 2 modest ambitions, to do physical exercise every morning and to read more in the evening. An overnight party on New Year eve provide me with a good excuse for not carrying out other of this new resolution on the first day of the year, but on the second, I applied myself assiduously to the task.

The daily exercise lasted only 11 minutes and I propose to do them early in the morning before anyone had got up. The self discipline required to drag myself out of bed 11 minutes earlier than usual watch considerable. Nevertheless, I manage to Creep down into the living room for two days before anyone found me out. After jumping about in the carpet and twisted the human frame into an comfortable position. I sat down at the breakfast table in an exhausted condition. It was this that betrayed me. The next morning the whole family

proved in to watch the performance. That was really unsettling but I sended of the terms and jeeps of the family good humoeedly and soon everybody got used to the idea. However my enthusiasm waned, the time I spent at exercise gradually diminished. Little by little the 11 minutes fell to zero. Buy January 10th I was back to where I had started from. I argued that if I spend less time exhausting myself at exercises in the morning. I hold keep my mind fresh for reading when I got home from work. Resisting the Hypnotizing effect of television, I sat in my room for a few evening with my eyes glued to a book. One night, however, felling cold and lonely, I went downstairs and set in front of the television pretending to read. That provide to be my undoing, Fortune got back to the old habit habit of dozing off in front of the screen. I still haven't given up my resolution to do more reading. In fact I have just bought a book entitled 'How to read a Thousand Words per minute'. Perhaps it will solve problem, but I just have not had time to read it.

1. Why most of us fail in our efforts for self improvement?
2. Why is it a basic mistake to announce our resolution to everybody?
3. Why did the writer not carry out his resolution on New Year's day.
4. Find out the word in the above passage which convey the similar meaning to the following a. Overwhelming b. Drawbacks
5. Give suitable title for passage.

Ans:

1. Most of us fail in our efforts at self improvement because our schemes are too ambitious and we never have time to carry them out.
2. It is a basic mistake to announce our resolution to everybody because we look even more foolish when we sleep back into our bad old ways and cannot maintain our ambitious scheme.
3. Writer did not carry out his resolution on new years day as he had been to an overnight party on New Years Eve and so he woke up late and could not do physical exercise early in the morning as he had resolved to.
4. a. Overwhelming ----- formidable
b. Drawback-----pitfall
5. "Resolutions are made to be broken".