

Seat No.: \_\_\_\_\_



No of printed pages: 01

[ 37 ]

**SARDAR PATEL UNIVERSITY**  
**SYBA (Semester III) Examination**  
**Friday, November 18, 2022**  
**02:00 pm - 05:00 pm**  
**UA03SENG22**  
**Communication Skills**

**Notes:**

**Total Marks: 70**

1. Figures to the right indicate full marks.
2. Mention clearly the option you attempt.

- Q 1      Discuss the different types of communication with relevant examples.  
(OR)  
Q 1      Write a note on the modes of communication. (18)  
Q 2      Explain the types of listening.  
(OR)  
Q 2      Write short notes on the following. (17)  
          1. Hearing v/s Listening  
          2. Traits of a good listener  
Q 3      Discuss the reading strategies in detail.  
(OR)  
Q 3      Write a detailed note on the essentials of letter writing. (17)  
Q 4      Write short notes on the following. (ANY TWO) (18)  
          1. Full Block Format of a Business Letter  
          2. Standard Parts of a letter  
          3. Optional Parts of a letter  
          4. Skimming and Scanning

\_\_\_\_\_ X \_\_\_\_\_

[ 1 ]