



SEAT No. \_\_\_\_\_

No. of Printed Pages: 1

[15]

**SARDAR PATEL UNIVERSITY**  
**B.A. III SEMESTER EXAMINATION (CBCS)**

21st June - 2022

**Communication Skills UA03SENG22**

**Total Marks: 70**

**12.00 p.m. to 2.00 p.m.**

**Note: Figures to the right indicate full marks.**  
**Mention clearly the option you attempt.**

Q-1 Answer Any Two of the following:

[40]

- 1) Define listening and discuss in detail various types of listening..
- 2) What is communication? Discuss in detail various types of communication with examples.
- 3) Write a detailed note on essentials of effective letter writing.
- 4) Discuss in detail types of reading with appropriate examples.

Q-2 Write short notes on Any Two of the following:

[30]

- 1) Layout of a business letter
- 2) Strategies of reading
- 3) Internal and external communication
- 4) Hearing v/s listening

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