

Seat No.: _____

[40/A7]

No of printed pages: 01

SARDAR PATEL UNIVERSITY
FYBA (I Semester) Examination
(NC) (Old Course)
Friday, November 15, 2019
10:00 am - 1:00 pm
UA01ICSK01: Communication Skills I

Total Marks: 70

Notes:

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

- Q 1 What is *Communication*? Discuss the process of communication with proper diagram and examples. (OR) (18)
- Q 1 Explain the different types of communication with relevant examples.
- Q 2 Write an application for the post of a sales manager for a branded showroom. (OR) (17)
- Q 2 Draft an application for the post of a librarian for a well-known college.
- Q 3 Discuss the importance of non-verbal components in communication. (OR) (17)
- Q 3 Write short notes on the following.
1. Importance of media in communication
 2. Feedback
- Q 4 Write short notes on the following. (ANY TWO) (18)
1. Concept of communication
 2. Role of Speaker in communication
 3. Difference between encode and decode
 4. Facial expressions

~~—X—~~

①