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SARDAR PATEL UNIVERSITY
BA (III Semester) Examination
(New Course)

Thursday, December 05, 2019

10:00 am - 1:00 pm

UA03SENG22: Communication Skills

Total Marks: 70

Notes:

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

- Q 1 Provide two definitions of "communication". Discuss the types of communication with examples. (OR) (17)
- Q 1 Define in detail the Barriers to effective listening with relevant examples. (18)
- Q 2 Write short notes on **ANY TWO** of the following.
1. Hearing v/s Listening
 2. Traits of a good listener
 3. Formal and Informal Communication
 4. Internal and External Communication
- Q 3 Discuss the techniques of Reading Skills with the relevant examples. (OR) (17)
- Q 3 Explain the essentials of the letter writing.
- Q4 Discuss the Standard Parts of a Business Letter in detail. (OR) (18)
- Q 4 Write short notes on the following.
1. Pre-Reading
 2. Optional Parts of a letter

— X —

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