

**Communication Skills**  
(HU-101, Dec 2005)

Time: 3 Hours

Max. Marks: 60

**Note:** Question No. 1 is compulsory. Attempt five questions from section A and B, taking at least two questions from each section.

**Section-A**

1. (a) Define encoding and decoding.  
(b) Define skimming.  
(c) Differentiate between modified block and full block style of writing letters.  
(d) Give one word for-"A person with expert understanding especially of artistic subjects".  
(e) What is meant by conciseness in business writing?  
(f) What is evaluative listening?  
(g) What is a labio-dental articulation?  
(h) List down five effective telephonic conversation skills.  
(i) Differentiate between abstract and summary.  
(j) What is a preface? (2 X 10)

**Section-B (8 marks each)**

2. Differentiate between downward, upward and horizontal channels of communication giving their relative merits and demerits of each.
3. Explain in detail the S Q 3 R approach to effective reading.
4. What are the features of unified writing? Explain 'coherence' as an element of effective writing.
5. What kind of preparation does one need prior to writing a scientific paper?

**Section-C (8 marks each)**

6. Write a letter to ABC Corporation placing an order of 500 pairs of jeans, specifying the characteristics. Invent all the necessary details.
7. What are important characteristics of feedback?
8. What are the effective skills of speaking? What role does the subject matter play in ones becoming an effective speaker?
9. What does it require to become good at discussions? Does body language have any role to play in it?