

D-10/2110

5551/NJ

CSM-351—Communication Skills

(Sem. V)

Time- 3 hrs.

M. M. – 30

Note- Attempt any **five** questions. All questions carry equal marks.

Section – A

- Define communication as a skill. Define communication process.
- What are the different types of communication? What are the merits and demerits of these types?
- Define Reading. What are the different models of reading?
- Define scanning and skimming with examples.

Section – B

- Define Homonyms with examples. What are the cloze tests?
- What is the importance of correspondence in Business? Write down the structure of the layout of a business letters. Provide some examples.
- What are the components of effective writing?
- Write a letter requesting Credit.

Section – C

- Write short notes on following:-
- What is the difference between tender and quotation?
- What is a circular letter?
- Differentiate between formal and informal communication.
- Define salutation with example.
- Give one word for the following:
 - Partners in crime.

- A person with more than one wife.
- What is grape vine?