

**Exam Code:1301**

**Sub. Code: 9501**

**Microbial Analysis and Food Safety**

**First Semester**

**GEN-101: Communication Skills**

**Time allowed: 3 Hours**

**Max. Marks:80**

**NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit**

*x-x-x*

- I. Attempt any four of the following short questions in 50-60 words each: -
- a) Various Channels of Communication
  - b) Difference between Self Esteem and Self Image
  - c) Positive Attitude Formation
  - d) Email Etiquettes
  - e) Audio Visual Aids
  - f) Difference between Verbal and Non-Verbal Communication (4X4)

**UNIT-I**

- II. What is communication? Discuss in detail various communication networks. (16)
- III. What are the verbal and non-verbal barriers in smooth flow of communication? What are the ways to overcome the same? (16)

**UNIT-II**

- IV. What is body language? How does it play an important role in communication? (16)
- V. What are the different types of interviews? What are Do's and Don'ts required while appearing in a Personal Interview? (16)

**UNIT-III**

- VI. What kind of etiquettes are required while placing a call on telephone? (16)
- VII. Discuss SWOT Analysis. How does it play an effective role in progress of a company? (16)

P.T.O.

(2)

**UNIT-IV**

- VIII. What are Business Reports? What are the steps involved in the process of writing reports? (16)
- IX. Explain in detail Sales Letter, Adjustment Letter and Social Correspondence. (16)

*x-x-x*