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[27/A13]

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**B.A. (SEMESTER-I) EXAMINATION (Regular & NC)**  
**Friday, 10<sup>th</sup> November 2017**  
**10.00 am to 1.00 pm**  
**UA01HCSK01 – Communication Skills Part-I**

**Note: Figures to the right indicate full marks.**  
**Mention clearly the option you attempt.**

**Maximum Marks: 70**

**Q:1** Explore various definitions of the term '*Communication*'? Explain the process of communication with a diagram and examples. **18**

**OR**

**Q:1** What are the types of communication? Explain with examples.

**Q:2** Which technical terms are used in Non-verbal communication? Explain them with examples. **17**

**OR**

**Q:2** Write Short notes on:

A Mass Media and its Impact

B Role of receiver in Communication

**Q:3** Write an application for the post of an Assistant Professor for the subject of English in your college. **17**

**OR**

**Q:3** Draft an E-mail to your cousin informing him about how you celebrated Navaratri in your college.

**Q:4** Write Short notes on: Any Two **18**

A Audio visual aids

B Kinesics

C Feedback

D Radio

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