

Time: 1 hr.

Note:

1. All questions are compulsory.
2. Draw neat diagrams wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Write Short Notes: (Any TWO)

[10]

- (a) Characteristics of an Effective Speech
- (b) Tips for being a good Listener
- (c) Varieties of English
- (d) Non-Verbal Communication

Q.2 Read the extract and complete the activities given below:

[10]

In a world increasingly driven by technology, the importance of communication skills remains paramount. Effective communication fosters collaboration, enhances relationships, and facilitates the exchange of ideas. Whether in personal interactions or professional settings, the ability to convey thoughts clearly and listen actively is crucial.

One key aspect of effective communication is understanding the audience. Tailoring messages to fit the needs and preferences of listeners can significantly improve comprehension and engagement. For instance, a presentation aimed at young adults may differ greatly from one intended for industry professionals. Using appropriate language, tone, and examples can bridge the gap between different audiences.

Additionally, non-verbal communication plays a significant role. Body language, facial expressions, and eye contact can reinforce or contradict spoken words. Being aware of these cues can help individuals present their messages more effectively and understand others better.

Moreover, the rise of digital communication platforms adds another layer to how we connect. While emails and messaging apps provide convenience, they can also lead to misunderstandings if tone and intent are not carefully considered. Therefore, mastering both verbal and written communication is essential in today's fast-paced world.

Ultimately, investing time in developing communication skills can lead to greater success in various aspects of life, from building meaningful relationships to advancing in one's career. As we continue to navigate an ever-evolving landscape, strong communication remains a fundamental skill that can make a significant difference.

(a)

- i) Why are communication skills considered important in today's world? [01]
- ii) How can understanding the audience enhance effective communication? [01]
- iii) What role does non-verbal communication play, according to the passage? [01]
- iv) What challenges does digital communication present? [01]
- v) Why is mastering both verbal and written communication essential? [01]
- vi) How can developing communication skills impact one's career? [01]

(b)

- i) Identify the subject and predicate in the following sentence: "Effective communication fosters collaboration." [01]
- ii) Change the following sentence to passive voice: "Individuals present their messages effectively." [01]

iii) Correct the following sentence: "The ability to convey thoughts clear is crucial."

[01]

iv) Rewrite the following sentence to eliminate redundancy: "The rise of digital communication platforms provides convenience and ease of use."

[01]

Q.3

Answer the following. (Any ONE)

[10]

- (a) On behalf of Ms. Sheetal Shah, write a letter of application in response to the following advertisement. Also draft the bio-data assuming that you have the requisite qualifications and experience.

A well known company is looking for an experienced Receptionist with an experience of two years. The candidate should have good fluency in English, Hindi and Gujarati. The candidate must be able to work in a multicultural environment.

Please send your detailed resume with a covering letter to Sitaram Co. Ltd., Fort, Mumbai 400 001

- (b) Write an application letter to apply for a duplicate marksheet.

---X---X---

