

2311000901050001

B. C. A. F.Y. (Semester –I)

Examination December-2023

AEC-101-Communication Skills in English

Seat No:

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[Time: Two hours]

[Max. marks: 25]

Student's Signature

- Q.1** Answer the following. (Any Four) **08**
- 1) What is Inter-personal communication?
 - 2) Define the term "Communication".
 - 3) How can we reduce barriers of listening?
 - 4) What are the basic components of non-verbal communication?
 - 5) What are the differences between efficient and inefficient readers?
- Q.2** Meera Industry, GIDC, Sachin requires a data entry operator for their firm. Draft a resume for the respective post. **05**
- OR**
- Charusat University, Changa requires Assistant Professor in subject of IT. Draft a resume.
- Q.3** Draft a conversation between customer and bank officer about opening a new saving account. **04**
- OR**
- Kahini and Siya are discussing about how to protect from online scams.
- Q.4** Krina writes an Email to the manager of Gujarat Gas Ltd. for new domestic connection of gas pipelines. **04**
- OR**
- Priya writes an Email to the Municipal Commissioner for problems caused by stray animals.
- Q.5** Make a précis of the following passage and suggest a suitable title. **04**
- The 21st century is ruled by data. Data Science has become an indispensable part of many businesses and industries. It provides valuable insights into customer behavior that can lead to increased conversions, more detailed market analysis for competitive advantage in pricing strategies or product development, improved operational efficiency and minimized risk exposure through accurate forecasting models. The emergence of disruptive technologies like IoT, digital media platforms, smartphones, artificial intelligence, big data analytics, blockchain and quantum computing has ushered in an era where Data Science will be central to organizational success. As organizations are turning toward Machine Learning, Big data and Artificial Intelligence, the demand for data science roles is seeing a sustained and accelerating upward surge. Therefore, transitioning to data science is a smart move as it fetches far higher comparative returns.