***p***

***IQRA National University, Peshawar***

**Department of Computer Science**

 **Summers-Examination**

 **Course Title: English II**

**Instructor: Naeem Ullah Kaka Khel**

**ID : 12543**

**Program: BS (C.S/S.E/Tele)**

**Total Marks: 30**

**Time Allowed: 4 Hours**

**NAME : M.ILYAS**

**Question 1:** What is Skimming and scanning, explain in detail? (10)

**Ans SKIMIING:>**

The type of reading tech in which we quickly read the passage or any kind of text in order to get the general idea of the particular text.

 **HOW TO SWIM**

1. Read the title
2. Read the first sentence of each paragraph
3. Read the subtitle or introduction
4. Read the summary

**WHEN SKIMMING:>**

* Don’t read everything in detail but just try to skip the text
* Read the first and last sentence of each paragraph
* Read the introduction and summary
* Read a few example until you understand the concept of text.

**Question 2:** What is Communication, explain in detail? (10)

**ANS :> COMMUNICATION :>**

It is the way to express your ideas thoughts expressions , feelings or emotions through verbal or

 nonverbal signs and symbols

**PROCESS OF COMMUNICATION**

 **Encoding**

**sender**

channel

message

 **noise**

Feed back

channel

 **barrier**

 **decoding**

receiver

**PURPOSES OF COMMUNICATION :>**

1. To express our thoughts or feelings
2. To ensure communication
3. To find something about personality of a person
4. To enhance understanding
5. To solve issues.

**PROCESS OF COMMUNICATION :>**

* **COMPONENTS OF COMMUNICATION**
* **Context**
* **Sender**
* **Encoding**
* **Message**
* **Medium**
* **Receiver**
* **Decoding**
* **Feedback**
* **noise**

**Question 3:** Explain the 7 C’s of Communication? (10)

**ANS:>** SEVEN C’S OF COMMUNICATION

* COMLETENESS
* CORRECTNESS
* CONCISENESS
* CONCRETENESS
* CONSIDERATION
* CLARITY
* COURTESY

**COMPLETENESS:>**

* Provide all necessary info
* Answer all questions
* Give something extra when desirable

**CONCISENESS:>**

* Eliminate wordy expressions
* Include only relevant material
* Avoid unnecessary repetition

**CONSIDERATION:>**

* Focus on ‘you’ instead of ‘I’ or ‘we’
* Put emphasize positive n pleasant facts
* Show audience benefit interest in the receiver end

**CONCRETENESS:>**

* Use specific facts n figures
* Put action in your verb
* Choose image building words

**CLARITY:>**

* Choose precise, concrete n familiar words
* Construct effective sentences and pargraphs

**COURTESY:>**

* Be sincere tactful thoughtful n appreciative
* Use expression that show respect

**CORRECTNESS:>**

* Use the right way n level of language acc to audiences benefit
* Check accuracy of facts figures n words that u have used

 GOOD LUCK !