

**Final-Term – Semester Examination**                      **Program: BS (C.S/S.E/Tele)**  
**Course Title: English II (Com Skills)**                      **Total Marks: 50**  
**Instructor: Naeem Ullah Kaka Khel**                      **Time Allowed: 06 Hours**

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**Note: Attempt all the Questions. All questions carry equal marks.**

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### **Question 1**

What is Communication, explain in detail all the types? (10)

Answer: COMMUNICATION IS THE PROCESS BY WHICH MESSAGES ARE TRANSFERRED FROM SOURCE TO A RECEIVER.

#### **TYPES OF COMMUNICATION**

**ONE WAY COMMUNICATION:** One way communication is characterized by absence of feedback from the receiver.

**TWO WAY COMMUNICATION :** involves active feed-back from the receiver to the sender to ensure that the receiver has understood the message in the same sense that sender intends to convey.

**VERBAL COMMUNICATION :** Verbal communication involves the use of symbols that generally have universal meanings for all who are talking part in the process.

#### **Types of verbal communication**

ORAL COMMUNICATION AND WRITTEN COMMUNICATION

**ORAL COMMUNICATION** Oral communication is that channel of communication in which message is transmitted in spoken form.

**WRITTEN COMMUNICATION** Written communication is that in which information is exchanged in the written or printed form.

**NON-VERBAL COMMUNICATION •** Non –verbal communication means transmission of meaning other than oral or written words. This transmission can be through facial expression, body posture, eye contact etc.

#### **Types of non-verbal communication**

**KINESICS:** it is the study of body movements to judge inner state of emotions expressed through different parts of the body.

FACIAL EXPRESSIONS

GESTURES

POSTURES

PROXEMICS

**PARALANGUAGE** It involves the study of voice quality, volume, speed rate and the manner of speaking beyond the words. E.g. shaky voice reveals nervousness, clear voice reveals confidence, broken voice reveals lack of preparation etc.

**FORMAL COMMUNICATION** Formal communication is communication structured on the basis of hierarchy, authority & accountability.

#### **Types of Formal Communication**

**UPWARD COMMUNICATION:** Sending of message from subordinates to superior

**DOWNWARD COMMUNICATION** It is the flow of information from superior to subordinate in the organisational hierarchy.

**HORIZONTAL COMMUNICATION** It refers to the horizontal flow of message among colleagues.

**INFORMAL COMMUNICATION** Informal communication is relatively less structured & spontaneous communication arising out of day to day routine & meetings among people.

**INTER-PERSONAL COMMUNICATION** Interpersonal communication is communication among two or more persons. It is an important element of the organisation.

**INTRAPERSONAL COMMUNICATION** It is internal dialogue occurring within the mind of an individual. It may be clear or confused depending upon the individual's state of mind.

## **Question 2**

Elaborate Skimming and Scanning in the light of reading?

(10)

Answer : **SKIMMING**

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

### **HOW TO SKIM**

Read the title.

Read the first sentence of each paragraph.

Read the subtitle or introduction.

Read the summary or last paragraph if there is one.

### **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 examples until you understand the concept of the text.

### **SCANNING**

The type of reading technique in which we read in order to find and locate what we are searching for.

We quickly skip the text and rapidly run through the text until we find our specific details.

### **IN SCANNING WE SEARCH FOR KEY WORDS**

Particular name

Number

Telephone number

Program

Date

### **Three steps for scanning includes**

Search for key words

Move quickly over the page

Less reading and more searching

### **Question 3**

What are the 7 C's of Communication, explain all of them?

(10)

Answer: **Seven c's of communication**

#### **Completeness:**

Provide all necessary info

Answer all questions

Give something extra when desirable.

#### **Conciseness:**

Eliminate wordy expressions

Includes only relevant material

Avoid unnecessary repetition

#### **Consideration :**

Focus on "you" instead of "I" or "We"

Put Emphasize positive and pleasant facts

Show audience benefits interest in the receiver's end.

#### **Concreteness:**

Use specific facts and figures

Put action n your verb

Choose image-building words

#### **clarity:**

choose precise,concrete and familiar word

Construct effective sentences and paragraphs.

#### **Courtesy:**

Be sincere, tactful ,thoughtful and appreciative

Use expressions that show respect

Choose non discriminatory expressions

#### **Correctness:**

Use the right way and level of language access to audiences benefits.

Checks accuracy of facts ,figures and word that you have used.

Maintain acceptable writing mechanics, i.e sentence Correction level

### **Question 4**

Define and differentiate Letter and Memo?

(10)

Answer:**Memo**

A memorandum or shortly known as a memo is a precise official note,used to inform direct or advise the members within the same organization.However,the business parties such as customers,clients suppliers,government agencies

manufactures, societies etc. for which a different tool of communication is used called as a business letter

## **LETTER**

A letter refers to a brief message sent by the company to the persons or entity, which are outsiders.

## **DIFFERENCES**

### **MEMO AND LETTER**

**MEANING:** **Memo** refers to a short message written in an informal tone for interoffice circulation of the information. **Letter** are a type of verbal communication that contain a compressed message, conveyed to the party external to the business.

**NATURE: MEMO:** Informal and concise

**LETTER:** formal and informative

**Exchange between :Memo:** Departments units or superior-subordinate within the organization.

**LETTER:** Two business houses or between the company and client.

**LENGTH: MEMO:** short

**LETTER:** Comparatively long

**Signature: MEMO:** signature is not required in a memo

**LETTER:** A letter is duly signed by the sender.

**communication: MEMO:** One to MANY

**LETTER:** ONE to ONE

## **Question 5**

Give a brief definition of vocabulary, also explain the types of Vocabulary (10)

Answer: **VOCABULARY**

Vocabulary basically refer towards "lists of word " or "the stock of words" used by person. For many people, the word vocabulary is primarily associated with the number of words that a person knows; one either has a large or a small vocabulary. But the word has many shades of meaning and is nicely representative of the nuanced and multi-hued nature of so much of the English lexicon.

Vocabulary may indeed refer to the collection of words known by an individual or by a large group of people. It may also signify the body of specialized terms in a field of study or activity ("the vocabulary of science"). It may designate a physical object, such as a book, in which a collection of (usually alphabetized) words is defined or explained. And it may name things other than words, such as "a list or collection of terms or codes available for use," "a set or list of nonverbal symbols" (such as marine alphabet flag signals), and "a set of expressive forms used in an art" (as in "the vocabulary of dance").

## **TYPES OF VOCABULARY**

**ACTIVE VOCABULARY :** Which we use for speaking or writing.

**PASSIVE VOCABULARY:** Which we can understand when we hear or read.

Our reading and writing vocabulary is larger than our spoken vocabulary because we have time to make an effort to recall words when we read or write; speech flows faster and there is less time to recall words. so our reading vocabulary (active one) is the smallest; we use all the words we know when we are reading and use the fewest of the words we know when we are speaking.

GOOD LUCK !