

UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Second Semester – Spring 2022

Paper: Communication & Presentation Skills

Course Code: GE-164

Roll No.
Time: 3 Hrs. Marks:

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

(6x5=30)

Q.1. Answer the following questions.

1. Why do you need to understand the purposes, audience, and the context for the message to know whether a specific set of words will work?
2. Briefly describe a miscommunication you've had with a co-worker/ fellow college student/ friend or family member. Can you identify what barrier(s) prevented your successful communication?
3. How significant is the occasion for speaking in relation to the audience? Elaborate
4. Describe the significance of effective listening and its outcomes?
5. Do you think good communication in an organization improves employees' attitude and performances?
6. Why does an oral presentation have to be simpler than a written message to the same audience? Justify.

(3x10=30)

Q.2. Answer the following questions.

1. Is the ability to communicate more important to the successful performance of a supervisor's job than to that of a company president's job? Defend your answer.
2. You are the marketing manager of a company. Write a short memo to your boss and predict latest market trend for the new product of your company.
3. What are some of the intercultural communication issues to consider when deciding whether to accept an overseas job with a firm? A job in your own country with a local branch of a foreign owned firm?

UNIVERSITY OF THE PUNJAB

B.S. in Computer Science Second Semester – Spring 2022

Subject: Communication & Presentation Skills

Paper: GE-164

Time: 3 Hrs. Marks: 80

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Write short note on the following: (6x5=30)

1. How would you cater to the different needs of your audience *while* sending the message?
2. Differentiate between a *business letter* and a *memorandum*.
3. What problems could result from using visual aids during your presentations?
4. Explain briefly whether you agree or disagree with the notion that "technology will largely replace the need for humans to communicate face to face".
5. How do you obtain feedback from a reader? What difference does feedback make to a writer?
6. Why do writing and speaking become even more important as people rise in the organization?

Q.2. Answer the following questions. (3x10=30)

1. Environmental space refers to how we perceive, construct and manipulate physical space in business and professional settings. Describe the impression you wish to make on your customers and then construct an ideal office arrangement and reception area in detail, mentioning furniture setting, color scheme of the office etc.
2. Give an example and supporting evidence that reinforces the guiding principle that nonverbal behavior always communicates.
3. Write a memo to your assistant and ask him to arrange a dinner with a client at a good restaurant. Tell him to share dinner details with the client.



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Paper: GE-164

Time: 3 Hrs. Mark

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Write short note on the following:

(6x5=30)

- ✓1. What presentation skills are required to sell a software to a company?
- ✓2. How does tone affect oral presentation?
- ✓3. How body language like walking, sitting and standing affect your personality?
- ✓4. What is difference between memo and letter?
- ✓5. Why reading skills are necessary to be a good communicator?
6. What is mutual understanding in a communication process?

Q.2. Answer the following questions.

(3x10=30)

1. What are the strategies of time management? Discuss with examples.
- ✓2. Write an application to your boss for an increment in your salary.
- ✓3. Write a memo to your assistant and inform him that he has to prepare a product presentation for a new client. Give him details what to include and how to present.



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Second Semester – Fall 2023

Paper: Communication & Presentation Skills

Course Code: GE-164

Roll No. 261122

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.

(5x6=30)

1. How time zones effect the communication in an organization?
2. Differentiate between physical and personal space with an example.
3. What is the difference between a memo written to a superior and a subordinate?
4. How does cultural awareness can create effective oral communication, give an example.
5. When should we use graphs and maps; and when should we use pictures and movie clips in a presentation?

Q.2. Answer the following questions.

(3x10=30)

1. Write a memo to your boss and inform him/her about the success of your company's new product in the market.
2. How can a conflict in a group is resolved, discuss the different ways to reach a resolution.
3. Write an application to your boss and request him to transfer you to the branch near to your home with a valid reason for the transfer.



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Second Semester – Spring 2023

Paper: Communication & Presentation Skills

Course Code: GE-164

Roll No. 

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.

(5x6=30)

- i. What is the definition of nonverbal communication?
- ii. Why meetings are important in decision making process?
- iii. How time acts an important nonverbal cue, explain with example.
- iv. What points should be kept in mind before writing a message or initiating communication with customer for the first time?
- v. How should we know that what visuals will work for a games application?

Q.2. Answer the following questions.

(3x10=30)

- i. Write a memo to your employees and inform them about the new policy for taking leaves. Give details of the policy.
- ii. How group meetings help everyone to discuss and decide a solution, explain with an example.
- iii. Write a letter to a client and inform him/her that the bank has extended their credit card limit.