

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -F.Y.B.Sc (G.S)	Subject: - AEC :- Introduction to Communication Skills in English
Semester:- I	Course code: -
Exam Event:- (SH) Winter 2025	Marks: -30
Date: - 11/11/2025	Duration: - 01:00 Hours

- N.B. –**
- 1 – All questions are compulsory.
 - 2 – All questions have an internal choice.
 - 3 – Figures to the right indicate full marks.



Q.1 Write a Short notes (Two out of Four)

10

- A. Feature of Effective Written communication
- B. Key aspect of cross culture communication
- C. Difference between verbal and non-verbal Communication
- D. Characteristic of an Effective Speech

Q.2 (A) Read the following passage and answers the question given below them.

06

The rapid growth of digital technology has transformed the way businesses operate in today's global economy. From e-commerce platforms to cloud computing, technology has enabled companies to expand their reach and improve efficiency. Online marketplaces allow even small businesses to sell products worldwide, while digital payment systems ensure faster and safer transactions. Remote working tools and virtual meetings have also become common, especially after the COVID-19 pandemic, allowing organizations to maintain productivity despite physical distance.

However, the digital revolution also presents challenges. Cybersecurity threats, such as hacking and data theft, put businesses and consumers at risk. Moreover, the constant need to upgrade systems and train employees demands significant investment. Companies that fail to adapt to technological changes risk losing their competitive edge.

Despite these challenges, the benefits of digital transformation far outweigh the drawbacks. Organizations that embrace technology not only enhance customer satisfaction but also gain access to valuable data that helps them make better decisions. In the modern business world, digital literacy is no longer optional but essential for survival and success.

Questions:

1. How has digital technology transformed business operations?
2. Give two examples of tools or platforms that support modern businesses.
3. What risks are associated with digital growth?
4. Why is investment in technology and training necessary for companies?
5. What advantage does access to data provide organizations?
6. Suggest a suitable title for the passage.

Q.2 Solve the following questions (All questions are compulsory).

04

1. By the time you arrived, we will have finished dinner(What tense is used in the sentence)
2. You like coffee, don't you? (Identify the question tag in the sentence)
3. My homework will be finished tomorrow by me.(Which Voice is used in the sentence)
4. Identify the correct synonyms
 - i. Honesty
 - ii. Clarity

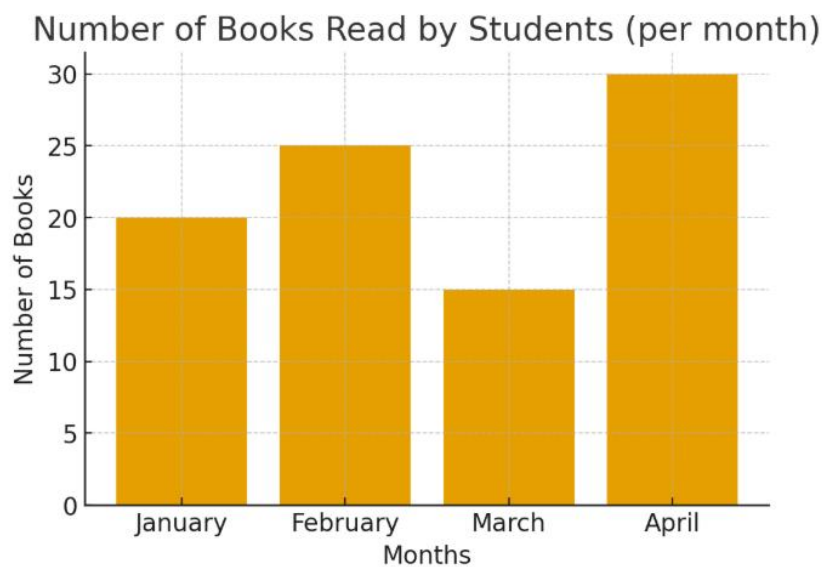
Q.3 Attempt any one of the following.

10

A. Write statement of purpose

OR

B. Interpreting and describing different type of visual information



: a **bar graph** showing the number of books read by students in four months.