B. Tech.

(Semester-II) Even Semester Theory Examination, 2012-13

PROFESSIONAL COMMUNICATION

Time : 3 Hours

[Total Marks : 100]

Note : Attempt questions from each Section as per instructions.

SECTION-A

Attempt all parts of this question. Each part carries 2 marks.

2×10 = 20

1. (a) What is the role of 'correctness' in letter writing?
(b) With a specific example, illustrate how clarity can be introduced in technical writing.
(c) What are Recommendatory Reports?
(d) What is a Topic sentence?
(e) Add a suitable prefix:
   (i) Course
   (ii) Calculation.
(f) What is the biggest demerit of the manuscript mode of delivery?
(g) What is RFP?
(h) (1) Pick the synonym of 'incredulous':
   (i) unbelievable, (ii) disbeliefing (iii) trusting
   (2) Pick the antonym of 'common place':
   (i) ordinary (ii) special (iii) interesting
(i) Mention any two physical barriers to communication.
(j) What is art of condensation?

SECTION-B

Attempt any six parts of this question. Each part carries 5 marks.

5×6 = 30

2. (a) What are Footnotes? Discuss the significance of Footnotes in research.
(b) Mention any two interpersonal barriers. Highlight how they cause breakdown in communication and how they can be eliminated.
(c) Use the homophones in sentences of your own to bring out the difference in meaning:
   (i) Dissent, Descent
   (ii) Practice, Practise
   (iii) Bale, Bail
   (iv) Pear, Pare
   (v) Accept, Except.
(d) Write a note on the Extemporaneous mode of delivery in presentations. Discuss its merits and demerits.

(e) Why is Philosophy called the mother of all sciences? Base your answer on your study of the prescribed essay.

(f) Write a detailed note on the 'Discussion' part of a report.

(g) Write a letter of Answer to an Enquiry. Invent the necessary details.

SECTION-C

Attempt all questions of this Section. Each question carries 10 marks.

3. You are submitting a student project on the topic 'Children in Advertisements'. Draw up a Bibliography in terms of primary, secondary and tertiary sources on the topic.

   Or

Write a report on the success of your college Technical festival. You are the student president of the College Technical Committee and your report is to be submitted to the principal of your college.

4. Attempt a precis of the following passage. Suggest a suitable title to the precis:
   There is an incredible power and intelligence within you constantly responding to your thoughts and words. As you learn to control your mind by the conscious choice of thoughts, you align yourself with this power.
   Do not think your mind is in control. You are in control of your mind. You can stop thinking those old thoughts.
   When your old thinking tries to come back and say, "It's so hard to change", take mental control. Say to your mind, "I now choose to believe it is becoming easier for me to make changes." You may have to have this conversation with your mind several times for it to acknowledge that you are in control and that what you say goes.
   Your old thoughts are gone, there is nothing you can do about them except live out the experience they created or caused. Your current thought, the one you are thinking right now, is totally under your control.

   Or

Write an essay on the following:
   Education must facilitate the journey from 'I KNOW' to 'I CARE'.

5. Write a note on how to maximize the impact of a Presentation using 'Voice' to your advantage.

   Or

Write a job application for the post of Manager, Advertising Section, Images and Vision, New Delhi. Enclose your resume, where you highlight your acumen at punchlines that have clinched success in past projects at various cosmetic agencies.

6. Write a note on the features of a good report.

   Or

Compare and contrast the downward flow of communication from the upward flow of communication.

7. Discuss the cardinal principles of Technical Written Communication. Use examples.

   Or

Summarize Moody. E.Prior's views on the difference and sameness of science and humanities.