

AS-104

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**B.Tech**  
**(SEM- I) ODD SEMESTER EXAMINATION 2015-16**  
**PROFESSIONAL COMMUNICATION**

[Time: 3 Hrs.]

[Max. Marks: 100]

**Note:** Attempt all questions. All questions carry equal marks:-

**SECTION A**

Attempt any **TWO** parts of the following: **(15x2=30)**

**Q.1** (a) Define the process of communication. How is communicating generally different from the technical way of expression? How is language used as a tool for communication? **(10)**

(b) Create two situations where verbal communication is taking place. Write them telling about the sender, receiver, message, media and feedback. **(2<sup>1</sup>/<sub>2</sub>x2=5)**

**Q.2** (a) What is the theme of the essay *The Mother of Sciences*? Name the essayist. **(10)**

(b) Trace mistakes in the following sentences: **(1x5=5)**

- (i- This is a best dress.
- (ii- He knows to swim.
- (iii- She did not reply my greetings.
- (iv- From the three he is more wise.
- (v- The cattles entered into the garden.

**Q.3** (a) What are the barriers to communication? Also explain the three levels of communication. **(7+3=10)**

(b) Give one-word substitution for the following: **(1x5=5)**

- (i- A place where bees are kept.
- (ii- Signature of someone else's name without his permission.
- (iii- Fit to eat or consume.
- (iv- That which cannot be avoided.
- (v- One who travels on foot.

**SECTION B**

Attempt any **Two** questions of the following: **(15x2=30)**

**Q.4** (a) Define report. Give the structure of a business report. **(10)**

(b) Write a news report on the topic of your own choice. **(5+5)**

**Q.5** (a) What are the requisites of a good paragraph construction? What techniques and devices can be employed in making it worthy to be read? **(10)**

(b) What factors make a sentence impressive? **(5)**

- Q.6 (a)** What do you understand by Kinesics? Along with the non-verbal methods, certain paralinguistic features for proper articulation are also needed for making an audience-friendly presentation. What are those? Elaborate. (10)
- (b)** What is the importance of audience and locale in a presentation? (5)

### SECTION C

**Q.7** Attempt any **FOUR** questions: (10x4=40)

- (a) Draft a resume along with the covering letter to suit your purpose of pursuing the employers for job.
- (b) What does the author say in the essay *Man & Nature*?
- (c) Differentiate between:
- (i) Inductive and Deductive method.
  - (ii) Credit and Adjustment letter.
  - (iii) Solicited & Unsolicited Proposal.
  - (iv) Chronemics & Proxemics.
  - (v) Reports & Proposals.
- (d) What do you understand by the flow of communication? Elucidate the merits and shortcomings of the various sorts of flow in an organisation?
- (e) How would you define technical proposal? Discuss in brief the format of a technical proposal?
- (f) Write a short note on any **TWO**: (5+5)
- (i- Moral & cultural crisis among students.
  - (ii- Recent Terrorist Attacks.
  - (iii- Globalization: A new interpretation.