

B.TECH.
THEORY EXAMINATION (SEM-II) 2016-17
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 100

Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.

SECTION – A

1. **Explain the following:** **10 x 2 = 20**
- (a) Define a paragraph.
 - (b) Define Business Correspondence.
 - (c) What do you understand by Précis writing?
 - (d) Is a cover letter required while sending a résumé? Specify.
 - (e) What is the importance of eye contact in a theme presentation?
 - (f) Define mass communication.
 - (g) Mention three functions of Philosophy in the essay “Philosophy is the science of all sciences”.
 - (h) What is Business Negotiation?
 - (i) What is the importance of Grapevine in an Organization?
 - (j) Give five examples of each Oral Communication and Written Communication

SECTION – B

2. **Attempt any five of the following questions:** **5 x 10 = 50**
- (a) Discuss different flows of Technical Communication in an Organization?
 - (b) What are the requirements of an Effective Oral Presentation?
 - (c) How can nuances of voice dynamics help the speaker to make an oral presentation impressive?
 - (d) What are the basic requirements of a good Sentence Construction in Technical Writing?
 - (e) Point out the important differences between Technical Communication and General Communication.
 - (f) Describe the process of Negotiation. Specify the qualities of a good negotiator.
 - (g) Describe the aims of Science and literature. How Science is neutral to moral and social implications of human beings as is laid down by Moody E Prior in his essay?
 - (h) Define Reports. Specify nature and importance of report.

SECTION – C

- Attempt any two of the following questions:** **2 x 15 = 30**
- 3. Describe different modes of Speech Delivery? What do you consider is the best mode of speaking?
 - 4. What is a résumé? Draft a suitable Resume for a multinational company for the post of Project coordinator, with necessary focus on your professional expertise.
 - 5. What are the causes of Inter-personal Barriers? What is the impact of personal behavior of a person on Communication Process?