

Printed Pages : 4

EAS104

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 9604

Roll No.

**B. Tech.**

(SEM. I) THEORY EXAMINATION 2011-12

**PROFESSIONAL COMMUNICATION**

MCA111

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7301

Roll No.

**M.C.A.**

(SEM. I) THEORY EXAMINATION 2011-12

**PROFESSIONAL COMMUNICATION**

Time : 3 Hours

Total Marks : 100

**Note :-** Attempt all five questions. Answer of value-based question must adhere to the prescribed text.

1. Attempt any **eight** parts of the following. Write short answers in about 70 words each :  $(2\frac{1}{2} \times 8 = 20)$

- (a) What are the features of technical writing ? Clarify briefly.
- (b) How is general writing distinct from technical writing ?
- (c) Specify the importance of language as a tool for communication.
- (d) What are the three prominent levels of communication ?

**Explain briefly.**

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- (e) What is the usual internal flow of communication in Govt.owned organizations ? Pin-point lucidly.
  - (f) How could private sector/corporate sector organizations be more liberal in adopting internal communication channels ? Explain briefly.
  - (g) Could you work better/compete better than others as an individual or as an organization without data/information and its relevant communication in contemporary scenario ? Analyse the importance of technical communication in the light of above situation.
  - (h) What do you mean by barriers to communication ? Illustrate.
  - (i) Why are the causes of intra-personal barriers more damaging to individuals than inter-personal barriers to communication ? Illustrate precisely.
  - (j) What happens to the organization when communication breaks down within an organization ? Suggest ways to avert it.
  - (k) How do poor listening skills affect inter-personal communication ?
  - (l) How does incongruity between verbal and non-verbal message create problems in communicating something effectively ?
2. Attempt any **four** parts of the following : (5×4=20)
- (a) Give the meaning of the following pair of homophones/ select words and use them in statements :
    - (i) Adapt, Adept                      (ii) Confidant, Confident
    - (iii) Eruption, Irruption          (iv) Bale, Bail
    - (v) Incite, Insight.

- (b) Give *Synonyms* for the following words :  
Renunciation, Lyric, Figment, Defer, Relish.
  - (c) Give *antonyms* for the following words :  
Industrious, Chary, Undermine, Sumptuous, Fickle.
  - (d) How could unity in technical paragraph be brought about ?  
Discuss methods/orders of paragraph writing in technical communication.
  - (e) What are the devices which are used for effecting emphasis in a paragraph ? Illustrate.
  - (f) What does the Topic Sentence represent in the grand theme of communication ?
3. Attempt any **four** parts of the following: (5×4=20)
- (a) What are the features of technical style ? How could choice of words determine the nature of style in technical communication ?
  - (b) Discuss the structure of technical proposal in brief. Write a technical proposal for building a Seminar Hall equipped with latest audio-visual gadgets.
  - (c) Distinguish between Project and Report writing. What is the use of data survey/collection in writing of Report and Project ?
  - (d) As a Director of a Technical Institution, write a Demi-Official letter (D.O.) to the C.E.O. of a Corporate Company to furnish details regarding the current profile of the required man-power in his organization. Invent necessary details.
  - (e) Write a suitable resume for recruitment in a P.S.U. along with necessary focus on your professional expertise/excellence.

(f) Write a claim letter to the supplier of computer systems based at Delhi to compensate for the loss to 10 computer systems in the transit. Invent details.

4. Attempt any **two** parts of the following: (10×2=20)

(a) What are para-linguistic features of voice dynamics ? Distinguish Voice Modulation from Tone-Modulation apropos their uses in speech-delivery.

(b) Write short-notes on the following :

(i) Essentials of Speech-Delivery/Oratory

(ii) Kinesics - its prominent features.

(c) Differentiate between Extempore mode of speech and Impromptu mode. Highlight the importance of these modes in speech-making.

5. Attempt any **two** parts of the following: (10×2=20)

(a) Discuss the nuances of language of literature with the language of Science as enunciated by Aldous Huxley in his essay.

(b) How does science remain neutral to emotional responses and value system of human beings as expounded by Moody E. Prior in his essay ? Discuss the relevance of Science and Humanities in the light of above features in Contemporary milieu.

(c) How could Philosophy be termed as the mother of Sciences ? Critically analyse in the light of A.J. Bahm's views in his essay.