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Sub Code: NAS104/EAS104

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B TECH
(SEM I) THEORY EXAMINATION 2017-18
PROFESSIONAL COMMUNICATION

Time: 3 Hours**Total Marks: 100****Notes:** Attempt all Sections. Assume any missing data.**SECTION A**

- 1. Attempt all questions in brief.** **2 x 10 = 20**
- a. What are the main functions of Philosophy?
 - b. Define intrapersonal communication.
 - c. What is the aim of literary language?
 - d. Define purpose of downward communication?
 - e. Define Inductive method of paragraph writing?
 - f. What is the role of listening?
 - g. What is a technical proposal?
 - h. What do you mean by posture?
 - i. Why is scientific language, at its purest, akin to mathematics?
 - j. Define stress and intonation?

SECTION B

- 2. Attempt any three of the following:** **10 x 3 = 30**
- a. Describe how The Art of Condensation is useful in today's era?
 - b. What are the salient features of resume? Draft a short resume for a multinational company for the post of Manager. Invent necessary details and frame a compact and impressive C.V.
 - c. What are features of body language? Define its role in role presentation?
 - d. Form new words as directed below and use them in statements:
Invective, opaque, Haggard, yield, Cognitive.
 - e. What is the most conspicuous difference between the aims of science and humanities?

SECTION C

- 3. Attempt any one part of the following:** **10 x 1 = 10**
- (a) What is the need of technical communication? Mention main features of technical communication.
 - (b) Describe Barriers to communication.
- 4. Attempt any one part of the following:** **10 x 1 = 10**
- (a) Give the meaning of the following pair of words by framing their sentences:
Capital, Capitol. Very, Very. Seam, Seem. Reel, Real. Cite, Site.
 - (b) Write the meaning of following homophones/ use them in statement.
Halve, have; Emigrant, Immigrant; rain, rein; Cite, Sight; arc, ark.

5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Comment on the structure and style of writing a business report. Invent necessary details.
 - (b) Define technical proposal. Draft a proposal for establishing Digital Language Lab in your institution. Invent necessary details.
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Differentiate between Extempore mode of speech and Impromptu mode. Highlight the importance of these modes of speech making.
 - (b) What do you mean by time management? Discuss its role in presentation.
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What is the impact of industrialization on the ecological balance in nature? Suggest ways and means to device safeguards for the sustenance of ecology apropos Barry Commoner's views in his essay "Science and Survival."
 - (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.