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Sub Code: RAS-104

Paper ID: 9 0 0 4

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

*Time: 3 Hours**Total Marks: 70***Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION – A**

- 1. Attempt all Questions in brief. (2*7=14)**
- a) Discuss the main features of technical communication.
 - b) Transform the following sentences as directed-
 - (i) No other metal is as useful as iron. (Comparative)
 - (ii) All desire wealth and some acquire it. (Passive voice)
 - c) What do you mean by a letter of claim?
 - d) Define in brief stress and intonation.
 - e) Name three pollutants in the atmosphere.
 - f) Use the following in your own sentences to bring about meaning-

(i) Canon	(ii) Cannon
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 - g) What is the aim of literary language?
 - h) What are credit letters? How are they written?

SECTION- B

- 2. Attempt any three of the following : (3*7=21)**
- a) “Language is a tool of communication but there are exceptions too” .Explain with your original comments.
 - b) Write any four rules of word formation and give four examples of each.
 - c) Write a claim letter to the supplier of computer systems based at Noida to compensate the loss to 30 computer systems in the transit. Invent necessary details.
 - d) What are the paralinguistic features of voice? Distinguish voice Modulation from Tone-Modulation apropos their uses in speech-delivery.
 - e) How could philosophy be termed as the mother of sciences? Critically analyze in light of A .J. Bahm’s views in his essay.

SECTION – C**3. Attempt any one part of the following:****(7*1=35)**

- a) What do you mean by barriers to communication? Illustrate.
- b) Define communication. Describe the various levels of communication which take place in human communication.

4. Attempt any one part of the following:**(7*1=35)**

- a) What are devices for developing a paragraph? Write briefly.
- b) Correct the following sentences-
 - i. She is the wisest of the two.
 - ii. I prefer walking than swimming.
 - iii. I asked him that why he was late.
 - iv. If it will rain, I shall stay at home.
 - v. He as well as you is tired of work.
 - vi. One should be very attentive to his duty.
 - vii. No sooner did I saw the tiger than I ran away.

5. Attempt any one part of the following:**(7*1=35)**

- a) What are salient features of resume? Write a short resume for the post of technical executive in T.C.S. at Delhi. Invent necessary details to write a compact and impressive professional C.V.
- b) What is report? How many types of reports are there? Describe all in detail.

6. Attempt any one part of the following:**(7*1=35)**

- a) Describe process of negotiation. Specify the qualities of a good negotiator.
- b) What is the role of body language in making the oral presentation effective?

7. Attempt any one part of the following:**(7*1=35)**

- a) “The purity of scientific language is not the same as the purity of literary language” comment.
- b) “Nature does what it does, not what we should wish” Critically examine the statement of Bertrand Russell.