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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?