

Printed Pages : 4

MCA-111/EAS-104

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

PAPER ID : 7301

Roll No.

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M. C. A.

(Semester-I) Theory Examination, 2011-12

PROFESSIONAL COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note : Answer all questions as indicated.

Section-A

1. Answer the following parts in 50-75 words : $2 \times 10 = 20$
 - (a) Define communication.
 - (b) Mention any two reasons for intrapersonal barriers to communication.
 - (c) Do as directed :
 - (i) Pick out the synonym of 'magnanimous' from the alternatives provided :
 - (1) Greedy
 - (2) Generous
 - (3) Magnify
 - (4) Magnificent.
 - (ii) Add suitable prefix : Clockwise.

- (d) What is the deductive system of paragraph development?
- (e) What is RFP ? What is its role in an External Proposal ?
- (f) Explain what objectivity of recommendations means in a Report.
- (g) What is the first step in any presentation ? Why is it the first step in the series of strategies relating to effective presentations ?
- (h) Why is scientific language, at its purest, akin to Mathematics ?
- (i) Why does man, according to J. Bronowski, believe "he is cast from birth in a supernatural mould" ?
- (j) Highlight the difference in the homonyms by using them in sentences of your own :
Council, Counsel.

Section-B

2. Answer any *three* parts in 200 – 300 words: $10 \times 3 = 30$
- (a) Enumerate the merits and demerits of upward communication.
 - (b) List the steps involved in writing a Precis.

- (c) Write a note on the significance of Footnotes in research.
- (d) Comment on the role of Chronemics as a strategy to making presentations effective.
- (e) Why is Philosophy called the Mother of all Sciences?

Section-C

Answer the following questions in 300 – 500 words :

10×5=50

- 3. Comment on the difference between technical writing and general purpose written communication. Support your answer with concrete examples.

Or

Prepare the Bibliography pages of a project on 'Violence in Electronic Media'.

- 4. Draft a letter of enquiry in the block format. Invent the necessary details.

Or

Using specific examples, discuss the significance of the 'You' attitude in business correspondence.

5. Apply for the post of Manager (Sales & Promotion) in a firm that deals in Language Lab software. Furnish your resume.

Or

Develop the 'Discussion' component of a report relating to a lab activity completed successfully.

6. Submit a technical proposal to the Director, State Industrial Self-Employment Scheme (SISS), for establishing a manufacturing unit (of your choice) in your hometown. Please note that the SISS will fund the unit.

Or

Write a note on the significance of Paralinguistics in presentations.

7. Summarize M. E. Prior's views on the differing aims of Science and Humanities.

Or

Do you agree that Science and human survival seem to be at odds with each other? Base your answer on your study of Barry Commoner's essay, "Science and Survival".

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