

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

PAPER ID : 9604

Roll No.

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B.Tech./M.C.A

(SEM. I) ODD SEMESTER THEORY EXAMINATION
2010-11

PROFESSIONAL COMMUNICATION

MCA111

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

PAPER ID : 7301

Roll No.

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(SEM. I) ODD SEMESTER THEORY EXAMINATION
2010-11

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

SECTION—A

Note : Question-1 contains 20 objective type questions. Write correct answers for each one. **(20×1=20)**

1. (a) Communication carried with a large audience is known as :
- (i) Interpersonal communication
 - (ii) Extrapersonal communication
 - (iii) Mass communication
 - (iv) Intrapersonal communication

- (b) Horizontal communication takes place :
- (i) Among the peer group
 - (ii) From top to bottom
 - (iii) From bottom to top
 - (iv) All of above
- (c) What is Noise ?
- (i) Use of indecent language
 - (ii) Interference in the communication process
 - (iii) Mixture of loud, unpleasant sound
 - (iv) Use of unintelligent sound
- (d) Verb of the word 'blood' is :
- (i) Blooding
 - (ii) Bleed
 - (iii) Bloody
 - (iv) None of the above
- (e) There is one word in which prefix is wrong :
- (i) Unknown
 - (ii) Unprofessional
 - (iii) Uncouth
 - (iv) Unnatural
- (f) There is one word in which suffix is wrong :
- (i) Felicitation
 - (ii) Permission
 - (iii) Purification
 - (iv) Fascination

- (g) Abstract noun of the noun 'musician' is :
- (i) Music
 - (ii) Muse
 - (iii) Muscle
 - (iv) Muscian
- (h) Antony of 'vivacious' is :
- (i) Humorous
 - (ii) Languid
 - (iii) Lively
 - (iv) Jovial
- (i) Coherence in technical writing means :
- (i) Consistency
 - (ii) Precision
 - (iii) Economy of words
 - (iv) Clarity
- (j) Precis writing means :
- (i) To correct the sentences
 - (ii) To expand the sentences
 - (iii) To expand the idea
 - (iv) To write summary or abstract
- (k) A 'report' is a form of :
- (i) General narrative
 - (ii) Special as well as general narrative
 - (iii) Special narrative
 - (iv) None of the above

- (l) Memo reports are circulated within :
- (i) Group of businessmen
 - (ii) Persons of different professions
 - (iii) A company or an office
 - (iv) None of the above
- (m) Appendices in a technical contains :
- (i) The name of writers
 - (ii) The inferences drawn on the basis of the analysis of the results
 - (iii) The details of the method used
 - (iv) Some other information related to area of research.
- (n) Which of the following is not a function of introduction in a presentation ?
- (i) Introduce a subject
 - (ii) Establish the credibility
 - (iii) Discourage the audience
 - (iv) Preview the main idea
- (o) Extempore speech is :
- (i) Readymade speech
 - (ii) Prepared speech
 - (iii) Premeditated speech
 - (iv) No prior preparation or thought

- (p) Kinesics means :
- (i) Study of voice
 - (ii) Study of body language
 - (iii) Study of time language
 - (iv) Study of space language
- (q) Voice Intonation means :
- (i) Spreading of voice
 - (ii) Putting stress at the right place
 - (iii) Narrowing the voice
 - (iv) None of the above
- (r) Touching and rubbing nose communicates :
- (i) Confidence
 - (ii) Aggression
 - (iii) Doubt, Lying
 - (iv) Boredom
- (s) Personal space language extends :
- (i) From 18 inches to 14 feet
 - (ii) From 4 feet to 12 feet
 - (iii) To maximum 18 inches
 - (iv) From 12 feet to 30 feet
- (t) What was the theory of Burno ?
- (i) Man and Earth are not unique.
 - (ii) Man is unique.
 - (iii) Earth is unique.
 - (iv) Man is strange.

SECTION—B

Note : Attempt any **three** parts of the following : (10×3=30)

2. (a) Discuss the main features of technical communication.
- (b) What is the role of 'Grapevine' in organizational communication ?
- (c) What is the aim of literary language ?
- (d) What is the need of audience analysis before a presentation ?
- (e) Explain briefly the chronological method of writing.

SECTION—C

Note : Attempt in all **five** questions ; one from each question :

(10×5=50)

3. (a) What do you mean by technical communication ? Differentiate between technical communication and general communication.
- (b) Discuss the concept of 'Noise' in communication. What are the main barriers to communication ?
4. (a) What are the requisites of good sentence writing in a technical paper ?
- (b) Write a paragraph of about 100 words on the following topics :
 - (i) Co-education
 - (ii) Wonder of Science
 - (iii) Corruption.

5. (a) What are the different modes of business communication ? Discuss in detail.
(b) Draft a letter of sales for selling 100 computer systems to an educational institution.
6. (a) What do you mean by 'Report' ? Mention the characteristics of a business report.
(b) Draft your curriculum vitae in which you have to discuss about your unique selling properties.
7. (a) Discuss the role of kinesics in presentations and interviews.
(b) How does literature share with science the capacity to formulate concepts as propounded by M.E.Prior in his essay ?