

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

PAPER ID : 9604 Roll No.

B. Tech.

(Semester-I) Theory Examination, 2012-13

PROFESSIONAL COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note: Attempt questions from each Section as per instruction.

Section-A

Attempt *all* parts of this question. Give answer of each part in about 50–75 words. $2 \times 10 = 20$

1. (a) Why is the use of positive language important in technical communication ?
- (b) What is 'Communication Selectivity' ?
- (c) Mention the four zones of physical space available for communication.
- (d) Mention any two ways to maximize the effect of visual aids in presentations.
- (e) (i) Pick out the antonym of 'Orthodox' from the alternatives provided :
 - (1) Conservative
 - (2) Faithful
 - (3) Modern
 - (4) Dentistry
- (ii) Add suitable suffix : camp.

- (f) Why is scientific accuracy of details essential to a report?
- (g) Highlight the difference in the homonyms by using them in sentences of your own :
Verse, Worse.
- (h) What is 'Coherence' in a paragraph?
- (i) Why is the language of literature not about cytology, bio-chemistry and genetics?
- (j) Which is the most voluminous parts of a report?

Section-B

Attempt any *three* parts of this question. Give answers of each part in about 200–300 words. $10 \times 3 = 30$

2. (a) Enumerate the most common reasons for interpersonal barriers in communication. Discuss any two in great detail.
- (b) Discuss the significance of the 7Cs in letter writing.
- (c) Write a note on the characteristics of a good report.
- (d) Discuss the advantages and disadvantages of the extemporaneous mode of delivery in presentations.
- (e) What, according to Bertrand Russell, has been the effect of the scientific temper on man?

Section-C

Attempt *all* questions of this Section. Give answer of each question in about 300–500 words. $10 \times 5 = 50$

3. Prepare the Resumé of a candidate applying for the post of Manager, Publications Division, Penguin India Ltd.

Or

Write a note on the structure of a proposal:

4. Excellent systems (ES), wants to improve the existing parking facilities for its staff. As personnel manager, ES, draft a proposal to executive secretary of your company for the same.

Or

Summarize Moody E. Prior's views in his essay, 'Humanistic and Scientific Approaches to Human Activity'.

5. Write a note on Paralinguistics. Highlight the role of any two vocal cues in making presentations more effective.

Or

Discuss the role of 'correct and complete expressions' and 'positive approach' in Business Letters. Support your answer with concrete examples.

6. With the use of specific steps and examples, illustrate how 'ambiguity and abstractedness' can be eliminated and clarity introduced in technical writing.

Or

Write a letter of order in the block format. Invent the necessary details.

7. Develop the Bibliography pages relating to a project on "The Parallel Cinema – Now Mainstream".

Or

Attempt a precis of the following passage :

In films, sound effects play the part of words. For example, the sound of footsteps followed by the slam of a door are phrases that carry a certain amount of information. Once the sounds are prefaced or followed by a line of dialogue, the 'sentence' is complete. We know who is performing the action, and why, and a clear picture is formed in the mind's eye. Sound effects also play the part of words when they set a scene or establish the mood—a functions often performed by music. They may even serve as figures of speech or metaphors; a character in drama. In radio, as in film, fade-outs and fade-ins form part of basic grammar. Such devices may be used simply as punctuation, to mark time lapse or a change of location. Their most valuable function, however is not to punctuate, but to add perspective to a scene. By gradually increasing or diminishing the volume of sound, for example, a producer can create the illusion of movement in space.