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EAS – 104 / EAS – 204

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

**PAPER ID : 9613**

Roll No.

## B. Tech.

### (SEM. II) EXAMINATION, 2008-09 PROFESSIONAL COMMUNICATION

*Time : 3 Hours]*

*[Total Marks : 100*

**Note :** Attempt all questions.

## SECTION-A

- 1 This question contains 20 matching type/fill in 20×1 the blanks/objective type questions. specific instruction are given further.

**(Instruction : for question no. a, b, c, d, e)**

Match the parts of list A with that of list B

### List A

### List B

- (a) Technical Communication may use ornamental language.
- (b) General Communication prefers concrete word to the abstract.



- (c) Technical proposal is \_\_\_\_\_ business proposal.
- (d) A dissertation is \_\_\_\_\_ form of technical communication.
- (e) A feature is \_\_\_\_\_ a mini thesis.

**(Instruction : for questions no. f, g, h, i, j, k, l, m, n, o)**

Fill in the blanks with most appropriate word / expression on the base of the syllabus prescribed to you.

- (f) Moody E Prior writes on the Humanistic and \_\_\_\_\_ Approaches to Human Activity.
- (g) Lack of planning and semantic problems may lead to \_\_\_\_\_ of communication.
- (h) \_\_\_\_\_ is a good topic for writing an expository essay.
- (i) \_\_\_\_\_ is a good topic for writing an analytical essay.
- (j) Emphasis may be used as a device in \_\_\_\_\_.
- (k) Horizontal communication may be seen in \_\_\_\_\_ group.



- (l) One who deals in cloths and fabrics is called a \_\_\_\_\_ .
- (m) Any speech delivered without preparation is called \_\_\_\_\_ .
- (n) A sentence which contains the main idea of the paragraph is called a \_\_\_\_\_ .
- (o) If we change the verb (go) into a noun, it will be \_\_\_\_\_ (write the word).

**(Instruction : for question no. p, q, r, s, t)**

Read the following sentences and underline the portion carrying the mistake.

- (p) The bag contains pens, papers and others.
- (q) Please append your sign here.
- (r) The climate of Switzerland is cooler than Australia.
- (s) The judge passed order for his release.
- (t) I saw two visitors were sitting in my chamber.

## SECTION-B

Attempt any **three** parts of the following : **10×3**

- (a) "Technical writing is professional writing." explain.



- (b) Write a paragraph using spatial method and underline the topic sentence. (invent the necessary details yourself.)
- (c) Mention any **five** practical tips for writing a letter of enquiry, and in the light of these, tips write a letter of Enquiry to Knowledge Evolution Media (KEM) Pvt. Ltd. Ghaziabad, which is a software and media company, regarding a specific software for your establishment.  
(invent the necessary details yourself)
- (d) Comment on 'body-language as a presentation strategy'.
- (e) Bring out briefly how philosophy functions as a comprehensive science. (with reference to A.J. Bahm's essay 'The Mother of the Sciences')

### SECTION-C

3 Attempt any **one** part of the following : 10×5

- (a) Explain the distinction between General and Technical Communication with the help of examples from the day - today life.
- (b) "Language is a tool of communication but there are exceptions too" Explain with your original comments.



4 Attempt any **one** part of the following :

(a) Explain any **four** techniques / methods of paragraph development and write two paragraphs (150 words each) following any **two** techniques / methods explained by you.

(b) "What soever be the type or form of a sentence, it should be shaped in such a way that it could leave its unique impression on the reader".

In the light of the above,

(i) Comment on the requisition of sentence construction and

(ii) Write five sentences and explain where and how have you fulfilled the basic requisites?

5 Attempt any **one** part of the following :

(a) Write a technical proposal.

(invent the necessary details yourself).

(b) Comment on the structure and style of writing a business report.

(invent the necessary details yourself)



6 Attempt any **one** part of the following :

- (a) Suppose you have just made a presentation. There is a tea break. Persons are standing around discussing about it (your presentation). You are able to overhear what they are talking. What would you like to hear them say about you and your presentation?
- (b) Often it is difficult to know where to begin. When you are preparing a presentation what do you think is the first thing you should consider? Why?

7 Attempt any **one** part of the following : (based on the essays from Improve Your Writing)

- (a) Comment on any **two** of the following :
- (i) Man is a part of nature, in the same sense that a stone is, or a cactus, or a camel.
- (ii) 'The purity of scientific language is not the same as the purity of literary language.'



(iii) The effect of a scientific ordering is to produce detachment from the individual experiences which one being dealt with; the effect of a humanistic ordering is to encourage involvement.

(b) What is a rose? Answer the question from the point of view of

(i) a scientist, and

(ii) a literary artist

(take clues from Aldous Huxley's 'The Language of Literature and Science'.)

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