

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

PAPER ID : 9613

Roll No.

--	--	--	--	--	--	--	--	--	--

B.Tech.

(SEM II) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

Note : *Attempt ALL FIVE questions.*

1. Attempt any four parts of the following :

- (a) What are the features of technical writing ? (5)
How could it be distinguished from literary composition ?
- (b) Discuss the organisational flow of communication. (5)
- (c) Explain the three levels of communication. (5)
- (d) Discuss language as a tool for communication. (5)
- (e) What are the Interpersonal and organisational barriers to effective communication ? (5)
- (f) What is Technical Communication ? (5)
Mention the significance and characteristics of Technical Communication.

2. Attempt any four parts of the following :
- (a) Give the meaning of the following pairs of homophones : (5)
counsel, council; gate, gait; need, knead;
difference, deference; rain, reign.
 - (b) Give Synonyms for the following words : (5)
Abandon, Candid, Deliberate, fabricate,
emolument.
 - (c) Give Antonyms for the following words : (5)
Scanty, Abundant, endanger, pacify,
cautions.
 - (d) Describe briefly the requisites of a good sentence. (5)
 - (e) Improve the following sentences : (5)
 - (i) Each of us cleaned our own rooms.
 - (ii) One should be very attentive to his duty.
 - (iii) Sachin scored only twenty five runs.
 - (iv) When not yet five his mother died.
 - (v) Either of these men may lose their temper at any time.
 - (f) What are the requisites of a good paragraph ? Discuss briefly 'coherence'. (5)

3. Attempt any four parts of the following :
- (a) Define Reports and discuss their characteristics. (5)
 - (b) Write a job application for the post of a software engineer in a reputed firm. (5)
 - (c) Discuss the formal structure of a technical proposal. (5)

- (d) How is a letter placing order organised ? (5)
Write a letter placing order for 30 LCD Monitors in a business establishment.
- (e) Describe the general method of writing report, thesis and dissertation. (5)
- (f) Write a sales letter to promote the sales of a mobile phone. (5)

4. Attempt any two parts of the following :

- (a) What is the importance of Kinesics (Body language) and Audience Analysis in an Oral presentation ? (10)
- (b) Write short notes on the following : (10)
 - (i) Proxemics
 - (ii) Chronemics
- (c) Discuss the Nuances of Voice Dynamics and explain the four modes of speech delivery in a presentation. (10)

5. Attempt any two parts of the following :

- (a) Drawing your information from Aldous Huxley's essay, compare the language of literature with the language of science. (10)
- (b) Ellucidate the following statement of Barry Commoner in his essay 'Science and Survival' : 'The new hazards are neither local nor brief.' (10)

- (c) Explain the following passage (10)
with reference to the context :
" The lifeless body on the highway was a mere number representing the operation of inexorable impersonal laws and paying tribute to our genius for accurate measurement. One could not expect the response to have been otherwise. The closer an intellectual synthesis approaches the scientific ideals, the more completely will the human act lose its individual significance and the more fully will we remain detached from its human meaning. Where numerical formulations are involved, this effect becomes specially noticeable."