

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

Paper ID : 2289588

Roll No.

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

M.C.A.

Regular Theory Examination (Odd Sem-I) 2016 - 17
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 70

SECTION - A

1. Attempt all parts. All parts carry equal marks. Write answer of each part in short. (5×2=10)

- a) What is the importance of audience analysis in a presentation?
- b) Define Noise.
- c) What is Negotiation?
- d) Correct the spelling
 - i) Dissappoint
 - ii) Embarrassing
- e) Do you agree with the idea that man is a part of nature.

SECTION - B

Note: Attempt any five questions from this section.
(5×8=40)

2. Correct the following sentences:
 - a) The bike hit the tree and it fell down.
 - b) The cattles are grazing in the field.
 - c) Each student should get their books in the class.
 - d) The Mayor together with, his brothers were slained.
3. Discuss the causes of interpersonal barriers. Suggest the ways to overcome the communication barriers.
4. You are Manav Chandra. You want to apply for a job in your dream company. Prepare your job application including your resume for the same. Invent the necessary details.
5. Who is the mother of all sciences? Describe the views of A.J. Bahm in his essay "The mother of the sciences".
6. "A good speaker must be a good listener first". Develop a paragraph.
7. Discuss the part of a Report in detail.
8. You are a Marketing manager of Laoreal. Write a sales letter to your customers introducing a new 'Herbal Haircolor' Product which has been launched by your company

9. Define the following:
- a) Jargon
 - b) Appreciative Listening
 - c) Inductive Style of Paragraph
 - d) Purity of Language.

SECTION - C

Note: Attempt any two questions from this section.
(2×10=20)

10. Differentiate between language of literature and that of science as described by Aldous Huxely in his essay 'The Language of Literature and Science'.
11. Discuss the features of an effective presentation. What are the nuances of delivery?
12. Describe the Process of Communication in detail.