

MCA
(SEM -I) THEORY EXAMINATION 2018-19
PROFESSIONAL COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. Write down the Definition of Communication.
 - b. Draw the flow chart of Communication at workplace.
 - c. What is passive listening?
 - d. What is word formation?
 - e. Define Intonation.
 - f. What is the importance of pitch in communication?
 - g. Definition of pronoun.

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. What are the features of Technical writing?
 - b. What are the salient features of Resume? Draw a specimen of Resume.
 - c. What is a presentation? Explain the strategies of presentation skills.
 - d. What do you mean by Technical proposal? Discuss the types of proposal.
 - e. What are the effective listening skills? Examine the significance of posture in listening.

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Compare between Technical communication and General communication.
 - (b) How can you develop a paragraph adequately?
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Write a essay on Man and Nature by j. Bronowski.
 - (b) Examine the organizational and personal barriers to communication.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a) Distinguish between Downward communication and Upward communication.

(b) Write down the following synonyms:-

(i) Conspicuous

(ii) Immaterial

(iii) Pretence

(iv) Sordid

(v) Loyal

(vi) Mockery

(vii) Cogent

6. Attempt any *one* part of the following: 7 x 1 = 7

(a) Comment-Language as a tool of Communication.

(b) What do you mean by Sales letter? What points are kept in mind while drafting a Sales letter? Give a specimen of sales letter.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) Give the format of an organizational annual report.

(b) Negotiation is not an event, it is a process. Elaborate.

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