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Total No. of Pages : 02

Total No. of Questions : 09

B.Tech. (Ind. Engg. & Mgt.) (Spl. in TQM) (Sem.-1)**COMMUNICATION SKILLS**

Subject Code : IEM-102

M.Code : 61002

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTIONS TO CANDIDATES :

1. Attempt All EIGHT questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX out of EIGHT questions from SECTION-B carrying FOUR marks each.

SECTION-A**1) Answer briefly :**

- a) Describe how communication has changed with the revolution in science and technology?
- b) How can positive relationships be built at workplace and in society?
- c) Why is it important to understand the requirement of the audience before giving a presentation?
- d) What is the importance of visual-aid in a presentation?
- e) What are the qualities of a good presenter, who is giving a presentation?
- f) What do you understand by writing skills?
- g) How should a résumé be structured effectively?
- h) What are the various purposes of conducting meetings in an organization?



**SECTION-B**

- 2) Explain the role of verbal as well as non-verbal communication in the success of one's professional career.
- 3) Imagine that you have an irritating and insulting boss at your workplace. How would you sustain yourself under such circumstances? Discuss different situations.
- 4) Discuss the role of humour, stories or asking questions for an effective presentation.
- 5) How can the structure of a presentation be made clear and organized?
- 6) *"Knowledge, proper organization and communication are the key factors behind effective presentations"*. Discuss this statement.
- 7) Describe a systematic approach towards writing any work of considerable length.
- 8) Draft a project report on a Customer satisfaction survey of smartphones, to be submitted to your marketing head at your workplace.
- 9) Discuss the uses of minutes of meetings. Also, describe the process of writing the minutes of meetings.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

