



B. Tech
Even Semester Theory Examination 2017-18
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.**2x7=14**

- a. Distinguish between interpersonal and mass communication.
- b. What do you mean by impromptu speech?
- c. Explain how language is an encoding and decoding device?
- d. Define deductive method of paragraph writing.
- e. What is the role of philosophy in integrating the scientific findings?
- f. Find out the root word in the following-
i-Overborrowing ii- Nonsense iii- Mismanagement iv- Photography
- g. Define syllable with example.

SECTION B

2. Attempt any three of the following:**3x7=21**

- a- Describe different levels of communication.
- b- What are the requisites for effective sentence construction? Describe in detail.
- c- What are the broader guidelines for drafting a letter of claim or complaint? Goodluck Electronics ordered for thirty Air- Conditioners to ABC Company Ltd. But on arrival of the consignment, the purchase manager found complaints in at least twelve of them. As purchase manager of Goodluck Electronics write a complaint letter to manager ABC Company Ltd, suggesting the adjustment you seek.
- d- What is Kinesics? Describe all its components.
- e- How is question of a machine or a self, crucial to an enquiry into the identity of man? Pin point briefly apropos of J. Bronowski's views.

SECTION C

Attempt all parts:**5x7=35****3. Attempt any one part of the following:**

- a. Bring out difference between Technical and General Communication.
- b. Describe formal and informal channels of communication flow with examples?

4. Attempt any one part of the following:

- a. What is word formation? Describe rules for framing new words.
- b. 1. Choose the correct nouns to make the following sentences grammatically correct: (2)
 - i. Have you got all the informations/ information?
 - ii. On my way back I bought four dozen/ dozens bananas.
 - iii. In Shakespearean world even the handkerchiefs/ handkerchieves can spell a tragedy.
 - iv. Her sister-in-laws/ sisters-in-law made her life miserable.
2. Fill in the blanks with suitable modal verbs- (2)
 - i. You _____ stop when the traffic lights are red.
 - ii. You mind if I borrowed your car.



3. Transform the following sentences as directed- (2)

- i. We are too thrilled to express it in words. (Negative)
- ii. Vivekanand was one of the most popular Indian saints. (Positive degree)

4. Fill in the blanks with suitable articles wherever required- (1)

- i. He thinks that _____ love is what will save us all.
- ii. Do you want to go to _____ restaurant where we first met?

5. Attempt any one part of the following:

- a. You are the admission in- charge of Arihant Group of Institutions. Write a report to be submitted to the chairman of the group regarding downfall in admission.
- b. Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.

6. Attempt any one part of the following:

- a. What do you mean by Attitude? What are the ways to improve one's Attitude?
- b. What is paralanguage? Does silence also fall under the umbrella of paralanguage?

7. Attempt any one part of the following:

- a. Discuss briefly how Philosophy functions as a comprehensive science?
- b. Even though Science and Literature differ from each other in their preparation and approach, they have something in common. Where does the similarity lie?