

Printed Pages—7

EAS104

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

PAPER ID : 9604

Roll No.

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B.Tech./M.C.A

(SEM. I) ODD SEMESTER THEORY EXAMINATION
2010-11

PROFESSIONAL COMMUNICATION

MCA111

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

PAPER ID : 7301

Roll No.

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(SEM. I) ODD SEMESTER THEORY EXAMINATION
2010-11

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

SECTION—A

Note : Question-1 contains 20 objective type questions. Write correct answers for each one. **(20×1=20)**

1. (a) Communication carried with a large audience is known as :
 - (i) Interpersonal communication
 - (ii) Extrapersonal communication
 - (iii) Mass communication
 - (iv) Intrapersonal communication

- (b) Horizontal communication takes place :
- (i) Among the peer group
 - (ii) From top to bottom
 - (iii) From bottom to top
 - (iv) All of above
- (c) What is Noise ?
- (i) Use of indecent language
 - (ii) Interference in the communication process
 - (iii) Mixture of loud, unpleasant sound
 - (iv) Use of unintelligent sound
- (d) Verb of the word 'blood' is :
- (i) Blooding
 - (ii) Bleed
 - (iii) Bloody
 - (iv) None of the above
- (e) There is one word in which prefix is wrong :
- (i) Unknown
 - (ii) Unprofessional
 - (iii) Uncouth
 - (iv) Unnatural
- (f) There is one word in which suffix is wrong :
- (i) Felicitation
 - (ii) Permission
 - (iii) Purification
 - (iv) Fascination

- (g) Abstract noun of the noun 'musician' is :
- (i) Music
 - (ii) Muse
 - (iii) Muscle
 - (iv) Muscian
- (h) Antonym of 'vivacious' is :
- (i) Humorous
 - (ii) Languid
 - (iii) Lively
 - (iv) Jovial
- (i) Coherence in technical writing means :
- (i) Consistency
 - (ii) Precision
 - (iii) Economy of words
 - (iv) Clarity
- (j) Precis writing means :
- (i) To correct the sentences
 - (ii) To expand the sentences
 - (iii) To expand the idea
 - (iv) To write summary or abstract
- (k) A 'report' is a form of :
- (i) General narrative
 - (ii) Special as well as general narrative
 - (iii) Special narrative
 - (iv) None of the above

(l) Memo reports are circulated within :

- (i) Group of businessmen
- (ii) Persons of different professions
- (iii) A company or an office
- (iv) None of the above

(m) Appendices in a technical contains :

- (i) The name of writers
- (ii) The inferences drawn on the basis of the analysis of the results
- (iii) The details of the method used
- (iv) Some other information related to area of research.

(n) Which of the following is not a function of introduction in a presentation ?

- (i) Introduce a subject
- (ii) Establish the credibility
- (iii) Discourage the audience
- (iv) Preview the main idea

(o) Extempore speech is :

- (i) Readymade speech
- (ii) Prepared speech
- (iii) Premediated speech
- (iv) No prior preparation or thought

(p) Kinesics means :

- (i) Study of voice
- (ii) Study of body language
- (iii) Study of time language
- (iv) Study of space language

(q) Voice Intonation means :

- (i) Spreading of voice
- (ii) Putting stress at the right place
- (iii) Narrowing the voice
- (iv) None of the above

(r) Touching and rubbing nose communicates :

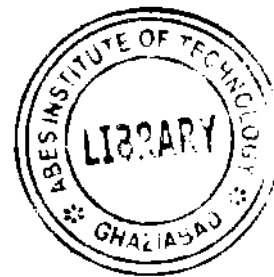
- (i) Confidence
- (ii) Aggression
- (iii) Doubt, Lying
- (iv) Boredom

(s) Personal space language extends :

- (i) From 18 inches to 14 feet
- (ii) From 4 feet to 12 feet
- (iii) To maximum 18 inches
- (iv) From 12 feet to 30 feet

(t) What was the theory of Burno ?

- (i) Man and Earth are not unique.
- (ii) Man is unique.
- (iii) Earth is unique.
- (iv) Man is strange.



SECTION—B

Note : Attempt any **three** parts of the following : **(10×3=30)**

2. (a) Discuss the main features of technical communication.
- (b) What is the role of 'Grapevine' in organizational communication ?
- (c) What is the aim of literary language ?
- (d) What is the need of audience analysis before a presentation ?
- (e) Explain briefly the chronological method of writing.

SECTION—C

Note : Attempt in all **five** questions ; one from each question :

(10×5=50)

3. (a) What do you mean by technical communication ?
Differentiate between technical communication and general communication.
- (b) Discuss the concept of 'Noise' in communication. What are the main barriers to communication ?
4. (a) What are the requisites of good sentence writing in a technical paper ?
- (b) Write a paragraph of about 100 words on the following topics :
 - (i) Co-education
 - (ii) Wonder of Science
 - (iii) Corruption.

5. (a) What are the different modes of business communication ? Discuss in detail.
- (b) Draft a letter of sales for selling 100 computer systems to an educational institution.
6. (a) What do you mean by 'Report' ? Mention the characteristics of a business report.
- (b) Draft your curriculum vitae in which you have to discuss about your unique selling properties.
7. (a) Discuss the role of kinesics in presentations and interviews.
- (b) How does literature share with science the capacity to formulate concepts as propounded by M.E.Prior in his essay ?