

- (iii) Who is the mother of all sciences ? Describe the views of A. J. Bahm in his essay : The Mother of the Sciences.

Printed Pages : 12

EAS-204

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

PAPER ID : 9613

Roll No.

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**B. Tech.**

**(Second Semester) Theory Examination, 2010-11**

**PROFESSIONAL COMMUNICATION**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note :* Attempt *all* questions as instructed. Question No. 1 carries 20 questions of objective type/multi-choice. Write the most appropriate answer carrying 1 mark each. Base the answers of value-based questions on the prescribed text only.

1. The question carries two parts. Attempt *both* parts.

10×2=20

**Part-A**

Select the most appropriate option out of the following questions. Attempt *all* :

1×10=10

- (a) Technical communication stands for which of the following ?

- (i) It is communication of technicians
  - (ii) It is communication of mechanics
  - (iii) It is communication of professionals on technical usage.
- (b) Interpersonal communication involves :
- (i) Self-communication
  - (ii) Communication with another person
  - (iii) Communication of the individual with many persons.
- (c) Downward communication is meant for which of the following ?
- (i) With downtrodden people
  - (ii) Flows from head of the organization down to the lowest in the official command
  - (iii) Low-level people/employees.
- (d) Intrapersonal barriers to communication are caused by which of the following ?

- (i) Personal inbuilt traits/situations of the individual
  - (ii) Deficiencies/shortcomings of other persons
  - (iii) Deficiency/shortcoming of one person with other person.
- (e) Limited vocabulary affects which type of communication ?
- (i) Interpersonal communication
  - (ii) Intrapersonal communication
  - (iii) Official communication.
- (f) Fear of superiors is related to which of the following ?
- (i) Intrapersonal barriers to communication
  - (ii) Organizational barriers to communication
  - (iii) Interpersonal barriers to communication.
- (g) Give the antonym of the word Glorious :
- (i) Splendid
  - (ii) Elegant
  - (iii) Wretched.

(h) Give the synonym of the word Shine :

- (i) Sparkling
- (ii) Magnificent
- (iii) Pompous.

(i) Demi-official letter stands for which of the following ?

- (i) Personal letter
- (ii) Letter of attorney
- (iii) Semi-official letter.

(j) Paralinguistic features stands for which of the following ?

- (i) Paramilitary forces
- (ii) Metalinguistic features
- (iii) Non-verbal vocal signals/signs.

### Part-B

Write True/False against each of the following.

Attempt all :

1×10=10

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(i) The essay 'The Mother of the Sciences' is written by Aldous Huxley.

(ii) The essay Science and Survival is written by J. Bronowski.

(iii) Kinesics is study of body language.

(iv) Proxemics is related to the study of space-distancing of the speaker with audience.

(v) Dissertation is the thesis writing on a given topic.

(vi) Report is an official communication and not a complaint.

(vii) Claim letter is a business letter for personal promotion.

(viii) Letter of Enquiry is considered as a profile-probe in the business world.

(ix) Letter of Quotation is letter of sayings/statements by great persons.

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- (x) Inductive method of paragraph writing proceeds from particular instances to general observation.

2. The question carries three parts. Attempt any *two* as directed :  $10 \times 2 = 20$

**Part-A**

- (i) Give the meaning of following pair of homophones and use them in statements.

Attempt *all* :  $1 \times 5 = 5$

- (a) Precedent, President
  - (b) Descent, Dissent
  - (c) Cereal, Serial
  - (d) Counsel, Council
  - (e) Site, Cite.
- (ii) Give one word substitutes of the following :

$1 \times 5 = 5$

- (a) Belonging to all parts of universe
- (b) Fond of entertaining guests
- (c) Fond of company of others

- (d) One who knows many languages.
- (e) One who hates women.

**Part-B**

Attempt *all* questions :  $5 \times 2 = 10$

- (i) What are characteristic features of technical communication ? Why is simplicity more essential than sonorous and figurative style in technical writing ? Elucidate.
- (ii) Define the deductive method of paragraph writing and show its relevance for scientific verification.

**Part-C**

Attempt *all* questions :  $5 \times 2 = 10$

- (i) What are intrapersonal barriers to communication ? Describe briefly.

- (ii) Intonation and voice-modulation
- (iii) Articulation and pronunciation.

### Part-B

Attempt any *two* questions of the following :  $5 \times 2 = 10$

- (i) What is the utility of audience-analysis for effective presentation ?
- (ii) What do you mean by pitch in speaking ? How could it lead to rhythmic impact on the audience ? Illustrate briefly.
- (iii) What is proxemics ? What is its use in presentation strategies ? Elucidate.

### Part-C

Attempt *all* of the following questions :  $5 \times 2 = 10$

- (i) Discuss the Time-Dimension as part of presentation strategies.

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- (ii) What are essential ingredients for making an effective speech/conferencing ? Describe precisely.

5. Attempt any *two* questions out of the following :

$10 \times 2 = 20$

- (i) Give a critical analysis of the statement of Aldous Huxley that "the purity of scientific language is not the same as the purity of literary language" in his essay entitled The Language of Literature and Science.
- (ii) Why are creations of science quite neutral with reference to their moral and social implications as contrary to humanistic products that cater to emotional responses and value system of human beings ? Give an objective analysis of the views of Moody E. Prior in his essay— The Aims of Science and the Humanities.

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