

(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) Bleeding
- (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 ?