

(Please write your Exam Roll No.)

Exam Roll No. 01414202012

END TERM EXAMINATION

FIRST SEMESTER [BCA] DECEMBER-2012

13

Paper Code: BCA103

Subject: Technical Communication

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry 15 marks each.

- Q1 (a) Discuss the factors for the growing importance of communication. (4)
(b) "Noise is an element contained in every communication process".
Explain communication noise, its sources and types. (6)
(c) Write a short note on computer aided technical communication. (5)
- Q2 (a) Discuss the seven golden principles of communication. (10)
(b) What is empathy? How does it contribute to the effectiveness of oral communication? (5)
- Q3 Discuss the importance of using visual aids and illustrations in technical communication. (15)
- Q4 (a) "Face is the index of the heart". Comment. (5)
(b) Write a short note on paralanguage. (7)
(c) What do you understand by grapevine and humours? (3)
- Q5 (a) Discuss unity, brevity and coherence in writing. (7)
(b) Discuss the various channels of communication. (8)
- Q6 (a) What is a conflict? Explain the negotiation process. (10)
(b) What do you understand by a stress interview? How do you remain composed when the interviewer tries to unnerve you? (5)
- Q7 (a) Explain the steps involved in planning a meeting. (7)
(b) You are a customer who purchased a car from a dealer in West Delhi. You discovered that there is a technical fault in the driving wheel of the car. Write a complaint letter to the customer service department of the company requesting replacement of the product under warranty period of two years. Fill in the necessary details. (5)
(c) Discuss briefly the importance of voice modulation in effective oral communication. (3)