

B. TECH
(SEM II) THEORY EXAMINATION 2019-20
PROFESSIONAL COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note Attempt all Sections if you are permitted to do so suitably.

SECTION A

1. Attempt all questions briefly. 2 x 10 = 20

- a. What is Horizontal Communication?
- b. Language is abstract. How?
- c. What is Topic Sentence?
- d. Make adverb of the following words: Calm, True.
- e. What is a Letter of Transmittal in Proposal?
- f. Discuss Seven Cs of Business Communication.
- g. What is Rhythm?
- h. What is the importance of appropriate Locale in Presentation?
- i. Name three pollutants with which man has loaded the atmosphere.
- j. What are three functions of philosophy as a comprehensive science?

SECTION B

2. Attempt any three of the following: 10 x 3 = 30

- a. What are the Interpersonal Barriers? Discuss any three Barriers.
- b. Discuss various method of word formation with examples.
- c. What is Report? Discuss the forms and types of Report.
- d. Discuss Non-verbal Communication in detail.
- e. Man is cast from heaven. Justify the statement.

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10

- (a) Discuss Corporate Communication with the help of a diagram.
- (b) Differentiate General and Technical Writing.

4. Attempt any one part of the following: 10 x 1 = 10

- (a) How is Coherence created in a paragraph? Discuss its devices.
- (b) Discuss the problems of effective sentence construction with examples.

5. Attempt any one part of the following: 10 x 1 = 10

- (a) What are the steps of Negotiation Process?
- (b) Differentiate Functional and Chronological resume. Also prepare a Resume for a fresh graduate by creating the necessary details yourself.

6. Attempt any one part of the following: 10 x 1 = 10

- (a) What is Para-Linguistics? What role does it play in making your presentation effective?

- (b) What is the difference between Active and Passive Listening? How can one remove the problems of effective listening?
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) The new hazards are neither local nor brief. Discuss.
- (b) Public reaction to one millionth death was predictable. Why?

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