

--	--	--	--	--	--	--	--	--	--

**MCA**  
**(SEM -I) THEORY EXAMINATION 2018-19**  
**PROFESSIONAL COMMUNICATION**

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

## SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14
- Write down the Definition of Communication.
  - Draw the flow chart of Communication at workplace.
  - What is passive listening?
  - What is word formation?
  - Define Intonation.
  - What is the importance of pitch in communication?
  - Definition of pronoun.

## SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- What are the features of Technical writing?
  - What are the salient features of Resume? Draw a specimen of Resume.
  - What is a presentation? Explain the strategies of presentation skills.
  - What do you mean by Technical proposal? Discuss the types of proposal.
  - What are the effective listening skills? Examine the significance of posture in listening.

## SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- Compare between Technical communication and General communication.
  - How can you develop a paragraph adequately?
4. Attempt any *one* part of the following: 7 x 1 = 7
- Write a essay on Man and Nature by j. Bronowski.
  - Examine the organizational and personal barriers to communication.

5. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Distinguish between Downward communication and Upward communication.
- (b) Write down the following synonyms:-
- (i) Conspicuous
  - (ii) Immaterial
  - (iii) Pretence
  - (iv) Sordid
  - (v) Loyal
  - (vi) Mockery
  - (vii) Cogent
6. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Comment-Language as a tool of Communication.
- (b) What do you mean by Sales letter? What points are kept in mind while drafting a Sales letter? Give a specimen of sales letter.
7. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Give the format of an organizational annual report.
- (b) Negotiation is not an event, it is a process. Elaborate.

downloaded from  
StudentSuvidha.com