



**KIIT Deemed to be University**

**Online End Semester Examination(Autumn Semester-2020)**

**Subject Name & Code:** Professional Communication HS 1005

**Applicable to Courses: B. Tech**

**Full Marks:50**

**Time: 2 Hours**

**SECTION-A(Answer All Questions. Each question carries 2 Marks)**

**Time:30 Minutes**

**(7×2=14 Marks)**

<b><u>Question No</u></b>	<b><u>Question Type(MCQ/SA T)</u></b>	<b><u>Question</u></b>	<b><u>CO Mapping</u></b>	<b><u>Answer Key (For MCQ Questions only)</u></b>
<b><u>Q.No:1</u></b>	<b><u>MCQ</u></b>  <b><u>A</u></b>	Inter-organizational communication is not used internally by organizations to:  a. Influence employees b. Supervise the work employees do c. Prescribe methods and procedures d. Comply to regulatory bodies	Co1	D
	<b><u>B</u></b>	Which of the following is not one of the five matrices of intra-organization communication? a. Organizational culture b. Organizational politics c. Organizational structure d. None of the above	Co1	C
	<b><u>C</u></b>	Which is not true about 'corporate identity':  a. It is an intricate network of relationships, faith and good will that an organization shares with its internal and external stakeholders. b. It allows communication between individuals, teams, companies and the markets c. It merges strategy, culture, and communications to present a memorable personality to prospects and customers d. It is closely linked to corporate philosophy, the company's business mission and values, as well as corporate personality	CO1	B

	<b><u>D</u></b>	<p>The four matrices of inter-cultural communication are:</p> <ol style="list-style-type: none"> <li>Contextual diversity, social diversity, communication diversity, legal and ethical diversity</li> <li>Contextual similarity, social similarity, communication similarity, legal and ethical similarity</li> <li>Corporate identity, networking, traditional (technology-enabled) communication</li> <li>None of the above</li> </ol>	CO1	A
<b><u>Q.No:2</u></b>	<b><u>MCQ</u></b> <b><u>A</u></b>	<p>In which of the following type of listening, the listener concentrates on what is being said and motivates the speaker to speak, making it easier for the speaker to deliver the message?</p> <ol style="list-style-type: none"> <li>Critical listening</li> <li>Active listening</li> <li>Appreciative listening</li> <li>Empathetic listening</li> </ol>	Co8	B
	<b><u>B</u></b>	<p>In which of the following stages, our brain receives the sound and decides what to pay attention to?</p> <ol style="list-style-type: none"> <li>Receiving</li> <li>Comprehending</li> <li>Attending</li> <li>None of the above</li> </ol>	Co8	C
	<b><u>C</u></b>	<p>In which of the following type of listening the listener not only listens 'to understand' the message but also to form an opinion based on what he or she listens?</p> <ol style="list-style-type: none"> <li>Critical listening</li> <li>Active listening</li> <li>Appreciative listening</li> <li>Empathetic listening</li> </ol>	Co8	A
	<b><u>D</u></b>	<p>Which of the following sequence does the listening process comprises of?</p> <ol style="list-style-type: none"> <li>Receiving, comprehending, responding and remembering</li> <li>Receiving, attending, understanding, responding and remembering</li> <li>Receiving, understanding, attending, responding and remembering</li> <li>Reacting, understanding, responding and recalling</li> </ol>	Co8	B
<b><u>Q.No:3</u></b>	<b><u>MCQ</u></b> <b><u>A</u></b>	<p>piercing : _____ :: hushed : whisper</p>	Co6	C

		a. diamond b. watch c. siren d. ears		
	<b><u>B</u></b>	principle : doctrine :: living : _____ a. will b. dead c. likelihood d. livelihood	Co6	D
	<b><u>C</u></b>	_____ : play :: sing : anthem a. act b. scene c. theater d. field	Co6	A
	<b><u>D</u></b>	_____ : wood :: file : nail a. hammer b. cabinet c. saw d. plane	Co6	D
<b><u>Q.No:4</u></b>	<b><u>MCQ</u></b> <b><u>A</u></b>	Every good writing should incorporate three structural element as: a. A title, heading and an end b. An introduction, a body and a conclusion c. A table of contents, a heading and a paragraph d. All the above	Co5	B
	<b><u>B</u></b>	A memorandum or memo is an important tool of:  a. Inter-organizational communication b. Intra-organizational communication c. Inter-personal communication d. Intra-personal communication	Co5	B
	<b><u>C</u></b>	Letter of enquiry is one of the formal communication used in organizations for:  a. Inter-organizational communication b. Intra-organizational communication c. Mass Communication d. Inter-personal communication	Co5	A
	<b><u>D</u></b>	In an organization, a memo may travel:  a. Upward b. Downward c. Diagonally d. All the above	Co5	B
<b><u>Q.No:5</u></b>	<b><u>STA</u></b> <b><u>A</u></b>	State the use of simple present tense in depicting future time with an example.	Co3	
	<b><u>B</u></b>	State the progressive aspect of the future time with an example.	Co3	
	<b><u>C</u></b>	State the use of will/shall in depicting the future time with an example.	Co3	
	<b><u>D</u></b>	State the use of 'Be going to + infinitive) in depicting the future time.	Co3	

<b><u>Q.No:6</u></b>	<b><u>MCQ</u></b> <b><u>A</u></b>	An incorrect inference is often drawn because:  a. The message yields more than one meaning b. Sender and the receiver play an unequal role in communication c. Any information that is not wanted d. Individual's own personal discomfort	Co2	A
	<b><u>B</u></b>	Noise is:  a. Any information that is not wanted b. <b>Any information</b> that is not understandable c. Any kind of physical interference in the communication process d. All the above	Co2	D
	<b><u>C</u></b>	Distortion of message refers to:  a. Twists or changes in facts or ideas in a message making it no longer correct or true. b. Difficulty of understanding or explaining something c. Lack of trust or understanding between the sender and receiver of the message d. Message communicated without adequate planning.	Co2	A
	<b><u>D</u></b>	Inferences (with respect to communication barriers) are: a. Statement that do not convey a meaning in a straightforward manner b. Statement that go beyond facts c. Statement that have serious effects on relationships d. None of the above.	Co2	B
<b><u>Q.No:7</u></b>	<b><u>MCQ</u></b> <b><u>A</u></b>	Find the error in one of the following fragments/parts.  a. The Competition Commission of India b. imposed a fine of Rs 136 crore on search engine c. major Google of unfair business practices d. in the Indian market for online search. e. No error	Co4	C
	<b><u>B</u></b>	Find the error in one of the following	Co4	E

		fragments/parts.  a. The increased target for agricultural b. credit will empower farmers with much-needed c. funds to procure agricultural d. inputs in a timely manner. e. No error		
	<b><u>C</u></b>	Find the error in one of the following fragments/parts. a. The bigger challenge lies ahead when b. the contours of the draft assume a more firmer shape, c. and there is a clearer sense of the numbers that d. do not make it to the Draft Consolidated List. e. No error	Co4	B
	<b><u>D</u></b>	Find the error in one of the following fragments/parts. a. Peace on the border is b. difficult to achieve at c. the tactical level d. by military leaders. e. No error	Co4	E

**SECTION-B(Answer Any Three Questions. Each Question carries 12 Marks)**

**Time: 1 Hour and 30 Minutes**

**(3×12=36 Marks)**

<b><u>Question No</u></b>	<b><u>Question</u></b>	<b><u>CO Mapping (Each question should be from the same CO(s))</u></b>
<b><u>Q.No:8</u></b>	Define communication and explain the communication process. What is its importance for the global professionals?	CO1 and CO2
	What do you mean by the terms 'general communication' and 'technical communication'? Explain with suitable examples.	
	Why feedback is important in communication? Illustrate the role of feedback in grapevine communication	
<b><u>Q.No:9</u></b>	State 6 rules of subject verb agreement with examples.	CO3

	What is the difference between the time and tense? State the six rules of referring to future time.	
	Why is the hyphen used in a sentence? State rules of using hyphen in English Grammar.	
<b><u>Q.No:10</u></b>	<p>The District Collector, Jhunjhunu, is concerned about the rapid increase in the number of road accidents in Pilani. The Chairman, Municipal Corporation, Pilani, has been asked to submit a report investigating the causes and suggesting measures to improve the situation. Write a memo report inventing the necessary details.</p> <p>You are interested in a short-term course in computer graphics during the holidays. Write a letter to the Director, Fortune Graphics Computers, inquiring about their short-term courses and asking for all the necessary details. You are Anuj/Anju of 28 A, Uttam Nagar, New Delhi.</p> <p>You are Sanjeet of 122, Arjun Nagar, New Delhi. A number of scooters and cars are parked in your locality without any order, causing blockage of the streets. Write a letter to the local Secretary of the Resident's Association complaining against this problem.</p>	CO5
<b><u>Q.No:11</u></b>	<p>Write a note on Mother Tongue Influence. Identity various kinds of mother tongue influence on English language.</p> <p>What is the difference between hearing and listening? State the various types of listening with examples</p> <p>What are the reasons of poor listening? Mention some tips for effective listening.</p>	CO4

#### Course Outcome

- CO1. Have a basic understanding of the communication process and to know the practical implementations in the workplace.
- CO2. Apply verbal and non-verbal modes of communication effectively in practical situations.
- CO3. Use English grammar correctly and unambiguously in technical writing.
- CO4 . Bridge the gap between native language and target language.
- CO5. Retain a logical flow while drafting reports and other technical pieces of writing.
- CO6. Develop competence in reading and comprehension.
- CO7. Be familiar with English pronunciation and use neutral accent successfully.

CO8. Develop active listening responses.