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## NATIONAL INSTITUTE OF TECHNOLOGY GOA

Farmagudi, Ponda, Goa, 403401

Programme Name: B.Tech

End Semester Examination, April-2021

Course Name: Professional Communication-I

Course code: HU 100

Date: 10/04/2021

Duration: 3-Hour

Time: 9:30-12:30 p.m.

Max. Marks: 100

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### ANSWER ALL QUESTIONS

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#### Instructions:

- Don't break the sequence of the Questions
- Do not write the answer to the same question in parts at different places; the scattered parts will not be evaluated

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#### Section-A

1. What are the differences between Oral and Written Communication? (5)
2. Define Proxemics? Why is Proxemics important in the context of Professional Communication? Explain with relevant example (6+4+2)
3. A: Hello! How are you?  
B: Yeah, Fine. (Looking in other direction)  
Explain B's response concerning Kinesics. (5)
4. Prepare an advertisement for a Selective Demand Product. (5)
5. What are the differences between a CV & a R  sume? (3)

#### Section-B

6. Prepare a User Manual of IFB Washing Machine. (10)
7. The Max Garment wants to open an outlet in your city. As an Operation Manager, examine the pros and cons and write a feasibility report of the said project. (10)
8. There was the 14th annual board meeting of RPG Industries. Write a notification of the meeting. The issues discussed were:  
1-Commencement of Physical Presence in the workshop, 2-Safety Measures, 3-Duty Chart of Employees, and Sanitization. Prepare the minutes of the meeting. (4+8)

#### Section-C

9. Assume that you are the Production Manager of Hindustan Unilever. Your company has launched a new lubricant. Write a promotional letter to your customers for the said product. (Invent the necessary details). (2+6)

10. Assume that you are the Class Representative of the BBA batch of Goa University. You have received a request from your batch mates that the library should remain open at night and on weekends. Write a memo for the implementation of the same. Invent the necessary details (2+6)
11. Prepare a journalistic report based on the following image. (8)



12. You bought a Sony Bravia television a week ago. But it is not functioning properly. Write a letter of complaint to the store manager and adjust your claim. (Invent the necessary details) (6+2)
13. Write a paragraph on the following topic:

Individual Learning vis-à-vis Collective Learning. (6)