MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : CE(HS)301   Humanities-I (Effective Technical Communication)
UPID : 003504

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :   [1 x 10 = 10]

   (I)   Designing and developing information involves the process of

   (II)   The process of looking at oneself in order to assess aspects that are important to one's identity is called

   (III) A tool that helps you realize your capabilities and your strengths making you a stronger, a happier and a cheerful person is better known as

   (IV)   A printed report containing news (information) of the activities of a business (legal name; subscription business model) or an organization (institutions, societies, associations) that is sent by mail regularly to all its members, customers, employees or people, who are interested in it is called

   (V)   Mention the codes used for governing do's and don'ts

   (VI)   User guides, manuals are examples of

   (VII) The process that involves relating a series of events, usually in a chronological order is known as

   (VIII) One of the key components of Attitude is

   (IX)   A job interview is a formal meeting between a job seeker and an employer. Mention if the statement is True or False

   (X)   The main goal of a White Paper is?

   (XI)   What is Drafting?

   (XII) Mention the three primary features of Perception.

Group-B (Short Answer Type Question)
Answer any three of the following   [5 x 3 = 15]

2. Write a short note on Information development life cycle.   [5]
3. Write a brief note on writing drafts and revising.   [5]
4. What is the need of technical communication?   [5]
5. What is an organizational structure?   [5]
6. What are the four stages of Creativity?   [5]

Group-C (Long Answer Type Question)
Answer any three of the following   [15 x 3 = 45]

7. (a) Explain the term Technical Communication.   [5]
   (b) Explain the editing strategies to achieve appropriate style.   [10]
8. (a) Describe the components of Attitude.   [8]
   (b) Explain the fundamental differences between Values and Belief.   [7]
9. (a) Write a note on the term 'Technical Project Management'.   [8]
   (b) Describe the special skills needed for technical project management. [5]
   (c) What is Localization?   [2]
10. (a) What is Self assessment?   [6]
    (b) What is importance of personal memory?   [4]
    (c) Why is personal goal setting important?   [5]
11. (a) Why must the text for additional index entries be reviewed?   [5]
    (b) How are synonym entries created?   [5]
    (c) What is the meaning of cross-listing each entry while creating indexes? [5]