



National University of Computer & Emerging Sciences, Karachi
Spring 2023, CS-Department
Mid-Term 1



2nd March, 2023; 8:30 to 9:30 am

Course Code: SS152	Course Name: Communication and Presentation Skills
Instructor Name: Sameera Sultan, Faiza Mumtaz, Atifa Batool, Javed Iqbal, Javeria Ali, Khadija Shireen, & Huma Kamran	
Student Roll No:	Section No:

Instructions:

- Return the question paper.
- Write only the answers in your answer copy after putting the correct question number.
- Answer all the questions in the answer copy.

Time: 60 minutes

Max Marks: 45

(Q1/CLO1)

- a) Assume that you are the Class Representative (CR) of your section. The teacher of one of your courses has rescheduled her upcoming class due to an unexpected work which cannot be postponed. She has already booked a classroom at another suitable time. Since she is very busy, she cannot post any announcement to communicate the class cancellation and rescheduling message. She has requested you to inform your class about this new arrangement. Write a message for your class informing them that the teacher has rescheduled their class and expects everyone to attend the compensatory class. Make sure your message is clear and complete. [5]
- b) Imagine that you have worked on a group assignment for the Pakistan Studies course. The assignment carries 5 weight. Your group leader submits the assignment to the teacher and forgets to mention your name and ID. When the assignment marks are uploaded on FLEX, you notice that you have been marked zero for the assignment while your other group members have scored 8.5/10. You discuss the issue with your group leader and find that he mistakenly forgot to mention your name and ID on the assignment's main page. You now decide to compose an email to inform your teacher about the issue and request to be awarded the same marks as your other group members have scored in the respective assignment. Write a proper and complete email message to inform the teacher. Begin the message with "Dear Sir,". [10]

(Q2/CLO3)


- a) Write two difference between public speaking and normal conversation. Do not write more than 2 sentences. [1]
- b) Given below are five themes for presentations. Different presenters have selected different topics based on the theme, but some topics do not match their respective theme. Identify the topics unrelated to the corresponding theme and also state an appropriate topic aligned with the theme in question. Write the theme(s) with the unrelated topic in your answer copy and also provide an alternate topic according to the theme. [4]

Theme	Topic
1. Social Media	Rise of Influencers
2. Entertainment	News Reporting Etiquette
3. War	Method of Psychological Warfare

4. Art	Pakistani Truck Art
5. Technology in Business	Cause of Employees' Low Motivation in the Software Industry

c) **Suggest two ways in which audience analysis can enable you to prepare a more relevant and useful presentation. Write no more than 2 sentences. [2]**

d) **Given below are three slides from different presentations. State what is wrong in each slide. [3]**

Slide 1: What is Computer Science? Study of <ul style="list-style-type: none"> • Computers • Computation • Automation • Information 	Slide 2: What is Artificial Intelligence?  An effort to humanize machines.	Slide 3: The Cold War is a term commonly used to refer to a period of geopolitical tension between the United States and the Soviet Union and their respective allies, the Western Bloc and the Eastern Bloc.
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(Q3/CLO1)

a) **Choose the best option for each of the given items. Please write the correct option alphabet in your answer copy. [6]**

- Ali just received an email from a client and is reading it carefully. Which part of the communication process is he involved in?
 - Encoding
 - Feedback
 - Medium selection
 - Decoding
- Communication through ___ and ___ is called verbal communication.
 - Written material and gestures
 - Gestures and spoken words
 - Spoken words and written material
 - Body language and gestures
- Mr. Asad needs to deliver a sensitive message to a colleague and decides to deliver the message face-to-face. In the process of communication doing, which stage is he working on?
 - Encoding
 - Selecting a Channel
 - Decoding
 - Feedback
- Which of the following statements are true about non-verbal communication?
 - These are silent messages and do not use words.
 - Non-verbal communication takes place at every level and in all age groups.
 - Verbal communication has restrictions in terms of reach whereas non-verbal communication has no such boundaries.
 - It depends heavily upon the power of observation.

- A. (II) and (III) only
 - B. (III)
 - C. All of the above
 - D. None
5. When is communication successful?
- A. When positive feedback is given
 - B. When sender pronounces all words perfectly
 - C. When the receiver understands the message as the sender intended
 - D. When the fastest channel is used
6. The mode of communication that involves a single source transmitting information to a large number of receivers simultaneously, is called:
- A. Mass Communication
 - B. Intrapersonal Communication
 - C. Interpersonal Communication
 - D. Group Communication

b) Following are some of the message transmission forms/modes. Sort them out as being verbal, non-verbal and graphic forms of communication. [4]

1. In-person speech	2. Handshake	3. Head nodding	4. Intercom message
5. A glance of approval	6. Font type	7. An encouraging tone	8. Shrugging

c) Identify the barriers in each communication scenario. Suggest in one sentence how this barrier could have been avoided. [10]

1. A Russian professor is invited at a conference in Pakistan. The professor gives an hour long presentation. After the presentation, the professor feels that even though the professionals and faculty found his presentation highly informational, the students did not seem to understand most of his points. Many students met him after the presentation and requested for some easy to understand material on the concepts and technical terms in the presentation.
2. Ahmer promised to meet his client at 7 in the evening. Ahmer, however, had to deal with an unexpected amount of work in the morning due to an emergency. When Ahmer meets his client, he feels that he cannot concentrate anymore and just wants to relax and have a cup of tea. The client finds this attitude unprofessional.
3. A Japanese client meets his American partner for the first time. He wants to fully welcome and socialize with his American client, so he bows down to him. The American client immediately reacts to this by saying, "Mr. Takishi, let's not waste time in these formalities and get down to business." Mr. Takishi feels disrespected.
4. A company launches its new promotions policy. Most of the employees are unhappy with the policy. The management conducts a meeting to pacify the employees and explain the rationale behind the policy. After three weeks, the company officials realize that the employees are still dissatisfied and this is affecting their productivity. The company officials meet three employee representatives to discuss the issue and find that most of the employees do not seem to believe that the company considers the needs of its employees as it has always made decisions which maximize profit at all costs.

5. A group of computer science students are presenting on the topic “Branding and Networking”. Most of the students lose interest in the presentation and do not listen to the group as they feel that branding and networking are topics for management students and are not that relevant for computer science students. The group, on the other hand, feels that they have very clearly demonstrated the relevance of the topic for computer science students, and feel the student audience is just uncooperative.

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