Total Marks: 40

Duration: 2 Hours

N.B.:		
1.	Question No. 1 is compulsory.	
2.	Attempt any three from the remaining five questions.	
3.	Figures to the right indicate marks.	
4.	Answers to all sub questions should be attempted and grouped together.	247
1. A) B)		IM 6M ce.
	ii) A presentation session was not appreciated in spite of thorough preparation by the speaker.	,
	A friend of yours is unable to keep his appointment with you. Neither is there any phone call later apologizing. You had set aside time from a very busy day and had to cancel some other work. You are upset and conclude that your friend is indifferent to commitment.	
2. A) B)	Give reasons why it is essential for engineering students to study communication skills. 2 For the following communication situations identify the Sender, Message, Medium,	2M
D)		6 M
	i) A project presentation	
	ii) An advertisement campaign	
C)		2M
3. A)	Explain any 4 principles of business correspondence (4C's)	3M
B)	Change the sentences into 'You- attitude'	2M
	i) We regret that the goods did not reach the buyers on time	
	ii) We cannot approve your refund request until we receive complete information with the required documents.	l
C)	As the Sales Director of Fitness Plus Centre, Mumbai, draft a sales letter to Business	
	Professionals describing them your 3 Wellness Packages: 1. The 3- day Fitness Weekend	
3020	2. The 7-day Total Fitness Program 3. The Individualized Corporate Well-Being	
	Program, 5	5M
- C - A - A		5M
B)	\\@`@`\$\\@`\$\\@\\@\\@\\@\\@\\@\\@\\	5 M
	i) A reference work providing summaries of knowledge from either all branches or from a particular discipline. (E)	om
934	ii) The study of the origin and history of words (E)	
3 2 6	iii) Study of the role of Time in communication (C)	
3000	iv) One who does election analysis (P)	
	v) Name adopted by an author in his writings (P)	
SEN SE	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	

5. A) Write short notes on any **four:**

i) Grapevine ii) Listening iii) Feedback iv) Proxemics v) Appearance

8M 2M

B) Match the following:

В

Specialized Vocabulary

Rapid reading technique

Instructions to avoid an injury

Information for performing the task correctly

Scanning

6 A) Re arrange the following letter making the necessary corrections in form, punctuation, language and style:

3M

Hewlett-Packard Ltd, India Chandiwala Estate, Maa Anandmayi Marg, Kalkaji, N.Delhi 110019

Your Ref.

Our Ref.

Date:

Dear Mr. Singh

Thank you very much for your enquiry which is received today. I am enclosing our catalogue and price list for the equipment, you said you are interested in. We would welcome any further enquiries you have and look forward to hearing from you.

Yours sincerely,

D. Sampson

Sales Manager

Encl; Catalogue and price list

To

Mr. Rakesh Singh

Digital Equipment

92, Industrial Suburb,

Yeshwantpur, Bangalore 560022.

Read the passage and answer the questions:

In communication the 'audience' is the person or group of people whom you expect to read your information. Even though writers do not know exactly who will read their documents, they can usually define an intended audience as technical, semi technical or non-technical.

The **technical audience** includes practitioners in your field: those with technical experience and training such as technicians and engineers. Technical audience understands fundamental concepts and jargons without definitions or background information. Readers expect the writer to use technical language efficiently and appropriately.

The **semi technical audience** has some technical training or work in the industry, but not directly in the field, those working in related departments or those with training in related technical areas. This might even include Personnel in marketing, finance or administration of a technical company. The semi technical audience needs some explanation of concepts, abbreviations and jargons. Writers use technical terms only if they are common in the company or industry. For this audience you might provide an orientation to the subject and explain or interpret the terms and information.

72518 Page **2** of **3**

Paper / Subject Code: 29705 / Communication Skills.

The last type of audience is **non- technical audience includes** general public, an unknown audience or any combination of technical, non- technical and semi technical audience, including customers, clients and patients. It might also include upper management – a group which is uninvolved with technical activities, but which must have an active role in decision making for the company. This audience expects a clear organization that progresses from the background to the new information with examples or illustrations to explain points that may be confusing.

For this audience writers provide the most comprehensive treatment of the subject, such as common terminology, simple language free of jargon and technical data, a full background and orientation to the subject along with a complete discussion of the main points. To simplify difficult concepts writers often compare technical processes to more familiar ones through analogies and metaphors.

- 1. Define 'audience' as it applies to technical communication
- 2. How does the author adapt himself/herself to technical audience? 2M

1M

- 3. What type of people constitute non-technical audience? 2M
- 4. Why do the writers need to explain or interpret the terms for a semi technical audience? 2M

72518 Page **3** of **3**