

SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY, PRAYAGRAJ

Subject Code: BAS-401

Subject: Technical Communication

Course: B.Tech. SEMESTER: IVth

SECOND SESSIONAL EXAMINATION, EVEN SEMESTER, (2023-2024)

Branch: Computer Science and Engineering

Time -2hrs.

Maximum Marks – 45

1. Attempt any FIVE questions

Q N	QUESTION	Marks	CO	BL
a.	Define Thesis and its purpose.	2	CO3	1
b.	Demonstrate two differences between thesis and proposal.	2	CO3	2
c.	What is Pitching an Idea?	2	CO3	1
d.	Express the difference between Article and Project Report.	2	CO3	2
e.	Define the role of Passion in Speech Delivery.	2	CO3	1
f.	What is elevator pitch?	2	CO3	1

2. Attempt any ONE of the following:

Q N	QUESTION	Marks	CO	BL
a.	Discuss the concept of Technical Proposal Writing. Highlights its basic structure.	5	CO3	2
b.	Explain the process of pitch an Idea.	5	CO3	3
c.	Elaborate the need of passion, poise and Illustration in captivating the audience attention.	5	CO3	2

3. Attempt any FIVE questions:

Q N	QUESTION	Marks	CO	BL
a.	List out the qualities of a good Leader.	2	CO4	1
b.	Write down the types of Context in Social Competence.	2	CO4	2
c.	State the Impact of Communication on social competence.	2	CO4	2
d.	Define Emotional Intelligence.	2	CO4	1
e.	How Self- Awareness and Self- Regulation helps in building trust.	2	CO4	2
f.	What is Critical Thinking?	2	CO4	1

4. Attempt any ONE of the following:

Q N	QUESTION	Marks	CO	BL
a.	Describe the communication styles in leadership and discuss the key elements of leadership communication.	5	CO4	2
b.	Explain Emotional Intelligence and its strategies to develop Emotional Intelligence and Trust through Communication.	5	CO4	3
c.	Explore thinking and its tools. Illustrate five types of thinking utilized in everyday life.	5	CO4	3

5. Attempt any **FIVE** questions:

Q N	QUESTION	Marks	CO	BL
a.	Define webinar, webcast and podcast.	2	CO5	1
b.	List out the elements of effective E- Mail content.	2	CO5	1
c.	What are the professional personality attributes.	2	CO5	1
d.	Give the name of Maslow's theory and its five stages.	2	CO5	1
e.	What are the three elements of personality according to Freud's psychoanalytic theory?	2	CO5	1
f.	What is the Jungian Typology?	2	CO5	1

6. Attempt any **ONE** of the following:

Q N	QUESTION	Marks	CO	BL
a.	Express strategies to write effective email. Customize an email inviting the people to participate in a blood donation camp organized in your campus. Invent necessary details on your own and stick to appropriate email format.	5	CO5	3
b.	Explain Swami Vivekanand five self-theory of personality development.	5	CO5	2
c.	Explore Freud's Psychoanalytical Theory of personality.	5	CO5	2

Bloom's Taxonomy Level (BL) :-

Remember (L1), Understanding (L2), Apply (L3), Analyze (L4), Evaluating (L5), Creating (L6)

Don't print on question paper

CO -Course Outcome

(Example : PLEASE CHANGE BL as per your distribution)

