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Printed Pages:

Student University Roll No.:

School of Engineering

First Sessional Examination, Odd Semester (AS: 2023-24)

B. Tech: CSE, CSE-AS, IOTBC, CML [Year: I]

| Semester: 1st |

Course Title: Communicative English

Max Marks: 30

Course Code: NHSCC 1101

Time: 1 hr

Instructions if any: Read the question Carefully.

SECTION 'A'		Course	Mar
Q.N.1. Attempt all parts of the following:		Objective	ks
a)	Define sender.	CO 1	1
b)	What is encoding in communication?	CO 2	1
c)	Define noise.	CO 1	1
d)	What is technical communication?	CO 2	1
e)	Define grapevine communication.	CO 1	1
SECTION 'B'		Course	Mar
Q.N.2. Attempt any two parts of the following:		Objective	ks
a)	What is communication? Explain the process.	CO 2	7.5
b)	Explain Vertical flow of communication in an organization.	CO 2	7.5
c)	Differentiate between verbal and non-verbal communication with examples.	CO 1	7.5
d)	Write a brief paragraph on significance of formal communication.	CO 1	7.5
SECTION 'C'		Course	Mar
Q.N.3. Attempt any one part of the following:		Objective	ks
a)	Explain the flows of communication in an organization.	CO 2	10
b)	Explain the barrier of communication in organization. Suggest the measures to overcome it.	CO 1	10
c)	What are the 7c's of communication? Discuss.	CO 1	10

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Table 1: Mapping between COs and questions

(Number of COs may vary from course to course)

COs	Questions Numbers	Total Marks
CO1	7	38
CO2	5	27
CO3		
CO4		

Pranav