

3. Attempt any two parts of the following:

(10x2=20)

- (a) Define technical proposal. Describe the division/parts of the proposal and its significance.
- (b) Draft a claim letter as a purchase manager asking for compensation from the sales manager based at Delhi apropos the supply of 10 no's of computer systems received in damaged condition by the buyer at an Engineering College located at Lucknow. Invent necessary details.
- (c) Describe various modes of speech delivery. Explain the most interesting mode of your choice in speaking.

4. Attempt any two parts of the following:

(10x2=20)

- ☒ (a) What the features are of inter personal communication? How is it helpful in team building and problem solving in any organization?
- ☒ (b) Explain the positive attitude? Describe various methods to develop it.
- ☒ (c) Discuss the personality traits of a good team player. How do sense of responsibility and loyalty to the organization promote team spirit in a professional?

5. Attempt any two parts of the following:

(10x2=20)

- (a) Compare and contrast the humanistic and scientific approaches to human activity as enunciated by M.E. Prior in his essay.
- (b) Who is the mother of sciences? How does Philosophy perform different functions of analysis, synthesis and criticism as propounded by A.J. Bahm?
- (c) What is difference between language of literature and science as illustrated by A. Huxley in his essay?

B.Tech. (Main & COP)
Second Semester Examination, 2015-16
Professional Communication

Time: 3 Hours

Total Marks: 100

Note: Attempt all questions. Assume missing data if any.

1. Attempt any four parts of the following:

(5x4=20)

- (a) Differentiate between technical communication and general communication. Describe the features of technical communication briefly.
- (b) Prove that language is a carrier of culture and stands artificial in nature.
- (c) Explain the causes of intra-personal barriers. How do they obstruct the flow of communication?
- (d) Describe the features of good sentence writing for technical communication. Explain the method of reduction in writing/presentation.
- (e) Describe negotiation skills in business communication.
- (f) What is difference between empathy and sympathy? How could it promote team spirit in any organization?

2. Attempt any two parts of the following:

(10x2=20)

- (a) Give the meaning of any five homophones and use them in statements:
 - (i) Eligible, Illegible (ii) Adapt, Adept (iii) Plain, Plane
 - (iv) Eruption, Irruption (v) Ensure, Insure (vi) Emigrant, Immigrant
- (b) Give the synonym of any five of the following and use them in your statements:
 - (i) Adduce (ii) Bizarre (iii) Espouse (iv) Gall (v) Kudos
 - (vi) Opus
- (c) Form any five new words as directed and use them in your statements:
 - (i) Belong (Noun) (ii) Go(Noun) (iii) See(Noun)
 - (iv) Feed (Verb) (v) Title(Verb) (vi) Fable(Adjective)