



**National Institute of Technology Calicut  
School of Management Studies**

**MS1001 Professional Communication  
B-tech/B Arch/MCA  
End Semester Exam 2012-13**

**Date: 16.11.2012**

**Time: 09.30AM - 12.30 PM**

**Roll No:**

**Name:**

**Total Marks:50**

**Instructions:**

- a. Question paper has two parts, and both the parts are compulsory.  
b. Follow the instructions given with part (b) correctly.

**Part (a)**

**Q1)** Draft a Copyright Notice for a report on *Bioinformatics: Implications for Libraries?*

**4 Marks**

**Q2)** Draft a resume and a cover letter for the specification given below:

**4+4 Marks**

<b>Role</b>	Software Developer
<b>Designation</b>	Robert Bosch-Embedded Engineer @ Coimbatore - 10 Opening(s)
<b>Job Description</b>	<p>Robert Bosch Engineering and Business Solutions Limited (RBEI) is a 100% owned subsidiary of Robert Bosch GmbH. We provide engineering, IT and business services for the automotive, industrial, consumer goods and building technology divisions of the Bosch group worldwide. We offer services - such as ECU development, Process Consulting, Mechanical and Electronic Engineering, VLSI Services, Shared Services in Accounting and Business Processes, Translation / Documentation and E-Learning. We are ISO 9001:2000 and ISO 27001 certified and appraised at CMMI Level 5. We have 4 development centers - Bangalore and Coimbatore (India), Ho Chi Minh City (Vietnam). RBEI is the software division of Bosch in India, and with over 10,300 associates, it is the largest development center of Bosch outside Germany. For over 20 years, it has been the preferred engineering services and solutions partner for the Bosch Group worldwide.</p> <p><b>Please visit <a href="http://www.boschindia.com/rbei">www.boschindia.com/rbei</a></b></p> <p>Qualification Required: Should be BE / ME / MTech MCA / MSc Experience Required: 3 - 8 years</p> <p><b>Skills</b></p> <p>Knowledge of Automotive Embedded Software modules for Communication (CAN, LIN, FlexRay, SPI) / Input-Output (ADC, PWM, ICU) / Memory (EEPROM, FLASH, FEE, NVM) / Micro-controller (Micro controller startup, Timers, Watchdog) / Diagnostic (DCM, DEM, DET) / System Modules ( ECU State Managers).</p> <p>Development experience in AUTOSAR Basic software modules / knowledge of scripting languages (PERL, OAW) will be added advantage.</p> <p>Quick learner, ability to understand technical issues and suggest solutions</p> <p>Good Communication and Interpersonal skills</p> <p>Knowledge of CMMI / ISO quality standards</p> <p>Effective Team Player</p>

Q3) Read the passage and develop a note. Also prepare a summary for the same passage:

A study by three Kansas State University graduate students finds that the 18- to 24-year-old demographic became more politically active during the 2008 U.S. election season through the use of new media, but that the young adults were not necessarily more knowledgeable about politics. The K-State study examined young adults' media consumption and the effects of new media on their political knowledge and political activism. While the study showed that 18- to 24-year-olds were actively engaging in politics through media such as blogs and YouTube, their involvement did not increase their knowledge.

The K-State researchers conducting the study, all master's students in journalism and mass communications, were Keunyeong Kim, and Sookyong Kim, both from Manhattan, and Chance York, Wamego. William Adams, K-State professor of journalism and mass communications, was the project adviser. The research was presented at the 2009 Association for Education in Journalism and Mass Communication convention. "Politicians in general are so reliant on political polling, but politicians are not examining how much the voter knows about the issues they're voting on," York said.

The study targeted the 18- to 24-year-old demographic and examined the group's usage of new media. The researchers surveyed more than 160 undergraduate students in February about their use of both traditional media sources, including radio campaign commercials, and new media sources, like blogs, to obtain information about presidential candidates and their campaign issues. "We were trying to find what information sources 18- to 24-year olds were looking at and how that might have affected their political activism and their level of political knowledge," York said.

The survey's measures for political activism included yes or no questions that dealt with traditional and online forms of political involvement. The traditional methods of activism included volunteering for a presidential candidate's campaign or attending a candidate's rally, while online forms of involvement included checking a presidential candidate's campaign Web site. The measure for political knowledge was similar to a current events quiz with questions like the name of the U.S. secretary of defense. The survey also measured the demographics of the students, including their political affiliation and ideology and whether they voted in the 2008 election. "We found that the students were really politically active," York said. "They talked about the campaigns with their friends, and a lot of people got online on a social networking site to talk about the campaigns. Not many wrote blogs, but a considerable amount kept up with blogs." The study also found that most students were not politically knowledgeable, York said. For instance, many students did not know what Guantanamo Bay was; some said it was a Caribbean resort.

There also was a set of people that were both politically active and knowledgeable, and there was a high correlation between those two variables and voting. "People who were actually voting were both active and knowledgeable, and that wasn't affected by whether the student was a Democrat or Republican, or liberal or conservative," York said. Additionally, the study indicated that among the 18- to 24-year-old demographic, the individuals who voted were not the ones using new media to obtain political information. The researchers also looked at the different types of new media, such as those that would be considered "gatekeepers," where an editorial member controls the flow of knowledge, and "gatewatchers," where information flows more freely.

The study showed that the more people used new media that would be considered "gatewatched," such as blogs, the more likely they were to be politically active -- but not politically knowledgeable. New media that would be "gatekept," such as online news articles, had less of an impact on political activism and no significant effect on political knowledge. Survey respondents' use of traditional media did not play a significant role in their political activism or political knowledge. York said the study has limitations, particularly since the students were not selected from a random sample.

"What we can't say is that this is true for all 18-to 24-year-olds, and statistically we can't make a significant inference," York said. "However, there is not a lot of research in this area, and so trying to forge out that path is a good start."

4+4 Marks

Q4) Compose a paragraph on *What do we Indians do best?*

4 Marks

Q5) Read the passage and attempt the questions given below:

2+3 Marks

The Right to Information Act was a marvel in a country that boasted unbreachable barriers between the ruler and the ruled. It was outside the imagination of the ordinary folk raised in a cloistered environment of fear and secrecy that they could actually call for and obtain records of decisions that critically impacted their lives. Yet in only seven years, the RTI law has not just penetrated the fortress that was official India, but more miraculously, acquired a resilience that its authors could not have envisaged. It is a testimony to the Act's strong survival instinct that last week the Union Cabinet finally withdrew a set of draft amendments to the Act which it cleared in 2006 but did not place before Parliament for fear of alienating the growing army of RTI stakeholders: citizens, activists and information commissioners. Two among the proposed amendments were potentially lethal: Disallowing access to government file notings in all areas except those deemed to be falling in the category of social and development, and placing ongoing executive decisions entirely outside the purview of the Act. Had the amendments gone through, they would have virtually rendered the government out of bounds for any RTI query, more so given that Cabinet papers, including records of deliberations of the Council of Ministers, are already exempt from disclosure till such time as the decisions are considered final and complete.

Of the slew of rights-based laws initiated by the first UPA government, only the RTI Act has met with an impressive degree of success. The law has been empowering for the common person. And it has played an invaluable role in uncovering scams and scandals that would have been shut out of sight in an earlier era. From the Commonwealth Games to the 2G scam, RTI queries have been the starting point of exposure in a score of recent cases of corruption. Not surprisingly, the success of the law has been its greatest threat. Though the UPA government birthed the law with great fanfare, its effort from the beginning has been to restrict its use. It fought to exempt file notings from the Act knowing notings were tell-tale in nature; they could reveal why, how and under what pressure an official decision was taken. A few days ago, Prime Minister Manmohan Singh cautioned against the Act's misuse, and expressed himself in favour of privacy as opposed to disclosure. The same line was taken by the Supreme Court which also mandated that judges must be appointed to all Information Commissions. But whatever the challenge, the information law cannot be beaten back; the genie is out of the bottle.

- Identify the central idea of the passage and express your opinion about it.
- Give meanings for the words underlined in the text.

Q6) Transcribe the following:

6 Marks

- Atmosphere
- Watched
- Chauffeur
- /ˈʌtməʊst/
- /fəʊnd/
- /kəmpəʊzə/

Q7) As the secretary of the Sports Club at your college record the minutes of a meeting conducted on 12/11/2012 to discuss the plan for an upcoming sports event at your college.

4 marks

Q8) Interpret the Visual:

4 Marks

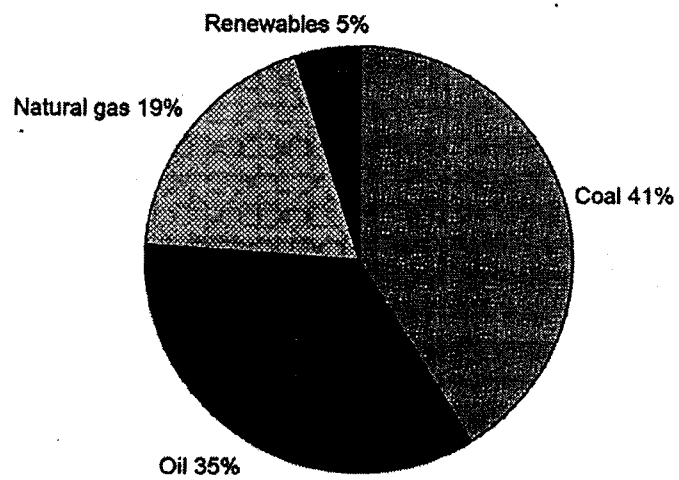


Figure 1. The source of energy consumed in Australia in 2005-06