

BAS-03

Roll
No.

201705106A

B. Tech. Iyr

EVEN SEMESTER

MAJOR EXAMINATION 2017 - 2018

Professional Communication

Time: 3 Hrs.

Max. Marks: 50

Note: Attempt all questions. Each question carries equal marks.

1. Attempt any five parts of the following:

(5 × 2 = 10)

- (a) What is communication? Describe the functions of communication.
- (b) A good writer is not necessarily a good speaker. Explain
- (c) What are seven Cs? Discuss at least two of them.
- (d) What is inductive order of writing a paragraph? How is it different from deductive order? Explain with examples
- (e) What is listening comprehension? Suggest tips to enhance listening skill.
- (f) Do as directed in the brackets:
 - (i) When not yet five, his father began daily batting practice with his son in his courtyard. (Rewrite after removing awkward construction)
 - (ii) My bag containing a mobile phone, two books and three pens were lost yesterday. (rewrite after making corrections, if any)
 - (iii) Strikes are started by a few students which are not interested in his work. (Correct the sentence)
 - (iv) I aimed my gun at the tiger. (Change the sentence into passive voice)
- (g) Give some tips to improve and enhance reading skill.

2. Attempt any two parts of the following:

(2 × 5 = 10)

- (a) What is difference between a thesis and a research paper? Throw light on the essential features of good research paper.
- (b) Prepare on project report on "The future of Animation in Indian Film Industry".
- (c) What is difference between solicited and unsolicited proposal? Write a technical proposal to the head of your organization for renovation of mess in your hostel. Invent the necessary details.

3. Attempt any two parts of the following:

(2 × 5 = 10)

- (a) How personal letters are different from business letters? What elements constitute a letter? Describe
- (b) You wish to purchase a laptop for your personal work. Write a letter of enquiry to the supplier of laptop asking for prices and other terms and conditions for its safe delivery. Invent the required details.
- (c) You have seen an advertisement in a leading newspaper asking young graduates to apply for assistant manager in a reputed multinational company. Mail your C.V. and invent the necessary details.

4. Attempt any two parts of the following:

(2 × 5 = 10)

- (a) What is a good speech? Explain its features.
- (b) Audience analysis and locales are very important from a presenter's point of view during
- ✓(c) What major points should a person bear in mind while appearing for interview? Discuss speech delivery. Explain

5. Attempt any two parts of the following: (2 × 5 = 10)

(2 × 5 = 10)

- ✓(a) What is audio-visual aids? List the essential visual aids for effective presentation.
- (b) What do you understand by time management? Discuss its role in effective presentation.
- ✓(c) What is body language? Write a note on its advantages and limitations during oral presentation.