

B. TECH.
FIRST SEMESTER EXAMINATION, 2015-16
EAS 104
PROFESSIONAL COMMUNICATION
Max. Marks: 100

Time: 3 Hours

Note:

- Attempt all questions.
- Marks and number of questions to be attempted from the section is mentioned before each section.

1. Attempt any four parts of the following:

- a. Define Communication. Also state the need for the same.
- b. Why is planning necessary for writing a business letter?
- c. Explaining the Art of Condensation, write down the steps involved in condensation. [4x5]
- d. Suggest the ways to overcome communication barriers.
- e. Explain Kinesics & Proxemics in short.

2. Attempt any four parts of the following:

- a. What is Time Management? Discuss its role in presentation strategies. [4x5]
- b. What are the different mediums for Business Communication?
- c. Every business letter is in fact a sales letter. Discuss.
- d. What are the essentials of a theme presentation?
- e. How can the locale contribute to proper understanding of a message?

3. Attempt any two parts of the following:

- a. What are the paralinguistic features of presentation strategies? How can articulation be improved by voice modulation? [2x10]
- b. Comment on style, unity, diction and coherence of paragraph writing.
- c. "Nature does what it does, not what we should wish nor yet what we should fear". Write your opinions with regard to Bertrand Russell's given statement.

4. Attempt any two parts of the following:

- a. The purity of scientific language is not the same as the purity of literary language. Elucidate. [2x10]
- b. Write down the summary of the essay by A.J Bahm. – The Mother of the Sciences
- c. Discuss the significance of Nonverbal Communication and the need of audience Analysis.

5. Attempt any two parts of the following:

- a. Explain in detail solicited and unsolicited Proposal. Also what are the factors that need to be considered for writing a proposal? [2x10]
- b. Discuss briefly all the elements that constitute the structure of a business letter.
- c. What is Technical Communication? Discuss the various levels of organizational communication and the barriers to overcome the same.