

**DIT UNIVERSITY DEHRADUN****B.TECH/BCA/ MCA/B.A END TERM EXAMINATION, ODD SEM 2020-21 (SEM I)****Roll No.**

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**Subject Name: Professional Communication****Time: 3 Hours****Total Marks: 100**

**Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the exam.**

<b>Q.1)</b>	<b>Attempt all Parts :</b>
(a)	'Reading makes a full man.' Discuss the view by explaining various reading techniques.
(b)	"Communication is a two way process of sending and receiving information" Explain the statement.
(c)	Discuss the significance of nonverbal communication in an interview by also explaining the do's and don'ts while in interview.
(d)	<i>Technical communication and general communication are poles apart, as they differ in all aspects.</i> Elucidate the statement by giving examples.
	<b>[4 x 5= 20]</b>
<b>Q.2)</b>	<b>Attempt all Parts :</b>
(a)	Write a short paragraph on <b><i>Online Teaching and Learning during Covid-19.</i></b>
(b)	Imagine yourself as a manager of a reputed company. You have noticed, misconduct on duty by a subordinate. Draft a MEMO to the subordinate, asking him to maintain the decorum while on duty.
(c)	'The impression management is a conscious process in which people attempt to influence the perceptions of their image.' Discuss the statement
(d)	<i>For most people, emotional intelligence EQ is more important than one's intelligence IQ for achieving success.</i> In the light of the present sentence, discuss various dimensions of EQ in detail.
	<b>[4 x 5= 20]</b>
<b>Q.3)</b>	<b>Attempt any Two Parts :</b>
(a)	Assuming yourself the manager of higher education center write a report to the director of higher education regarding the vacant seats in various degree courses also provide appropriate solutions to overcome the situation. Invent the necessary details.
(b)	Write a compliant letter to Reliance Pvt. Limited regarding the error in your post-paid mobile bill. Provide all other necessary details.
(c)	You are the Manager of Aptech Computer Solutions. You want to organize a technical festival to promote your business. Draft a Proposal for the General Manager to seek his permission. Invent all other necessary details.
	<b>[2 x 10= 20]</b>
<b>Q.4)</b>	<b>Attempt any Two Parts :</b>
(a)	<i>Non-Verbal communication is the unspoken element of communication that we use to reveal our true feelings and emotions.</i> With reference to the statement discuss non-verbal communication in detail.

	(b)	MTI means the impact of the way your first language is spoken on the second language. How can we remove MTI in Speaking English with the help of Phonetics?
	(c)	Write a covering letter to be sent along with your Resume for the position of Management Trainee advertised by Bharath Dynamics Limited, Corporate Office, 87, Brigade Road, Bengaluru. Address the letter to the General Manager, HRD.
		<b>[2 x 10= 20]</b>
<b>Q.5) Attempt any Two Parts :</b>		
	(a)	SWOT analysis is used to identify internal strengths and weaknesses, as well as its external opportunities and threats. Explain the statement by doing your SWOT Analysis.
	(b)	The barriers to communication hinder the communication process. With reference to the statement explain barrier to communication in detail.
	(c)	A meeting of cultural committee of your college is scheduled to be held, in which issues such as celebration of annual festival, appointment of event coordinators, planning of events etc are to be discussed. As Secretary of the committee, draft the notice and the agenda. Invent the necessary details.
		<b>[2 x 10= 20]</b>
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