

DIT UNIVERSITY, DEHRADUN**MCA : END TERM EXAMINATION, ODD SEM 2021-22 (SEM I)**

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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.**

Q.1)	Attempt all Parts :	BTL	CO
	(a) <i>Non-verbal Communication gives away our inner personality and reflects our inner attitude.</i> In the light of the above statement discuss non-verbal communication in detail.	VI	3
	(b) MTI means the impact of the way your first language is spoken on the second language. Identify the remedies to remove MTI in speaking English with the help of Phonetics.	III	2
	(c) What are some psychological barriers to effective communication?	I	1
	(d) <i>Communication is a two-way process of sending and receiving information.</i> Explain the statement.	V	3
		[4 x 5= 20]	
Q.2)	Attempt all Parts :	BTL	CO
	(a) <i>Technical communication and general communication are poles apart, as they differ in all aspects.</i> Elucidate the statement by giving examples.	VI	3
	(b) <i>Our emotions need to be as educated as our intellect.</i> In the light of the above statement Explain various dimensions of EQ.	V	3
	(c) People use various impression management tactics to manage their impression. Show your agreement of disagreement with the statement and describe various impression management techniques.	II	2
	(d) <i>A barrier acts like a sieve, only a part of the message to filter through; as a result, the desired response is not achieved.</i> With reference to the statement, discuss the various barriers to communication.	VI	3
		[4 x 5= 20]	
Q.3)	Attempt any two parts :	BTL	CO
	(a) What is SWOT analysis? Do your SWOT analysis by keeping in my mind the present status of market.	I	1
	(b) Write a short paragraph on ' <i>Globalization and its impact on Indian culture</i> ' by using inductive order of paragraph writing.	III	3
	(c) You have been attending a seminar on the migration of Indian Software engineers to the U.S.A. Submit a report of your experience of the seminar to the director of your institution.	III	3
		[2 x 10= 20]	
Q.4)	Attempt any two parts :	BTL	CO
	(a) Assuming that you have recently completed MCA. Write a job application letter along with resume for the post of Software Engineer.	VI	3
	(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.	III	2

	(c)	<i>Writing an effective business report is a necessary skill for communicating ideas in the business environment. Explain the essential elements of a professional report.</i>	V	3
		[2 x 10= 20]		
Q.5)	Attempt any two parts :		BTL	CO
	(a)	Pentasonic Cosmetics product development specialist in Europe came up with a new idea that used yogurt as a key ingredient for hair color products. The specialist spent time emailing the marketing manager in the U.S. with the idea, recipe and product description. The market manager had difficulty getting her answers to product questions back from the specialist in Europe. There were numerous nonverbal cues that were missed due to the use of emails only. The final email response was interpreted by the specialist as that the manager did not like the product when, in fact, the manager did like the product but only had some concerns about price. The product idea was in danger of being lost. Discuss the barrier to communication occur in the present case by suggesting the strategies to overcome it.	VI	3
	(b)	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, and also prepare the minutes of the meeting. Invent the necessary details.	III	2
	(c)	Oxford Publishing House has sent the books which you have not ordered. Draft a letter of complaint to M/s. Oxford Publishing House, London, asking them for replacement of the books. Invent the necessary details.	VI	3
		[2 x 10= 20]		
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