

DIT UNIVERSITY DEHRADUN
MCA MID TERM EXAMINATION, ODD SEM 2022-23 (SEM I)

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Subject Name: Professional Communication

Time: 2 Hours

Total Marks: 50

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 :

- (a) Describe the significance of facial expressions and eye contact in oral communication.
- (b) Write short notes on the following:
 - 1. Online communication
 - 2. Downward communication
- (c) Discuss style in technical communication.
- (d) Explain the importance of accuracy and brevity in technical communication.

[4 x 2.5= 10]

Q.2) Attempt all Parts :

- (a) Explain chronemics, kinesics and haptics with an example of each.
- (b) Differentiate between general and technical communication.
- (c) Discuss at least 5 strategies to overcome the barriers to effective communication.
- (d) How is listening different from hearing? Explain with an example.

[4 x 2.5= 10]

Q.3) Attempt any Two Parts :

- (a) 70% of Communication is done through Non-verbal Language. In light of this statement discuss the importance of non-verbal communication in daily life.
- (b) "Communication is a two-way process of sending message that has a response". Explain the process of communication with special reference to the statement.
- (c) Is there any role of tone in communication? If yes, justify the answer?

[2 x 5= 10]

Q.4) Attempt any Two Parts :

- (a) What are the different types of listening? Give examples for each type.
- (b) Discuss the importance of conversational skills. Describe at least 4 strategies that you will employ for good conversation.
- (c) Explain the different steps involved in the speech process.

[2 x 5= 10]

Q.5) Attempt any Two Parts :

- (a) What are the two basic forms/methods of communication? List the advantages and disadvantages of both.
- (b) Explain the three important requirements of effective technical communication.
- (c) What are the different channels of communication within an organization? Give example for each.

[2 x 5= 10]

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