

DIT UNIVERSITY DEHRADUN**B.TECH/BCA/MCA/BA ENDTERM 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.

Q.1) Attempt all Parts :

- (a) Listening and Hearing are two different senses. Explain the differences between the two.
- (b) Mention any five examples of inappropriate body language that should be avoided.
- (c) What are the stages in process of Listening?
- (d) Bring out the advantages & disadvantages of Oral and Written Communication.

[4 x 5= 20]

Q.2) Attempt all Parts :

- (a) Distinguish between General & Technical Communication.
- (b) What are the various components of a Report?
- (c) *Phonetic Transcription ensures the uniform pronunciation of English language worldwide.* Write a short note on importance of Phonetics.
- (d) What is Proxemics? Write a short note on importance of space in Communication.

[4 x 5= 20]

Q.3) Attempt any Two Parts :

- (a) *Emotional Quotient ensures one's growth in career.* Keeping the statement in mind enumerate the dimensions of Emotional Quotient.
- (b) Write a job application letter to Philips India Pvt Ltd for the post of Trainee Engineer. Also attach a resume with it. Assume the necessary details.
- (c) The process of communication may be blocked due to various reasons and cause hurdles in your personal and professional lives . Discuss the different barriers in detail.

[2 x 10= 20]

Q.4) Attempt any Two Parts :

- (a) A meeting of Board of Directors of Reliance. Pvt. Ltd. is scheduled to be held, in which issues such as opening of a new branch, appointment of manager, salary and promotion of reliance appliances are to be discussed. As Secretary, draft the notice and the agenda of the meeting. Invent the necessary details.
- (b) You are the Junior Manager of KFC. You want to open a new KFC outlet there is no outlet like this in Deep Vihar Colony Dehradun. However you need permission from the authorities to start it. Draft a Proposal for submission to the General Manager. Invent the necessary details.
- (c) *Reading maketh a full man; conference a ready man; and writing an exact man.* With reference to the quotation discuss the different types of Reading and their importance for engineering students.

[2 x 10= 20]

Q.5) Attempt any Two Parts :

- (a) *Impressions Management is a technique that helps you to create the desired impression.* Write a detailed note on Impression Management with special reference to the statement.
- (b) Draft a paragraph by giving a suitable title on ***The role of social media: Merits & Demerits.***
- (c) *SWOT Analysis is a Management tool that helps you to reach out to the right decision.* With reference to the statement, do your SWOT analysis.

[2 x 10= 20]

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