

DIT UNIVERSITY DEHRADUN
MCA MID TERM EXAMINATION, ODD SEM 2021-22 (SEM I)

Roll No.

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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 :	BTL	CO
	(a) How can effective communication help an organization to achieve its goals?	I	1
	(b) Distinguish between General & Technical Communication.	IV	3
	(c) Enlist any four physical barriers to communication.	I	2
	(d) Explain different types of non-verbal communication.	II	3
	[4 x 2.5= 10]		
Q.2)	Attempt all Parts :	BTL	CO
	(a) Discuss the <i>phoneme</i> in the area of phonetics.	VI	2
	(b) How listening and hearing are different from each other? Support your answer with two examples.	I	1
	(c) <i>Pitch or intonation can modify the meaning of sentence.</i> Evaluate the present statement by signifying paralinguistic.	V	3
	(d) Identify any five examples of inappropriate body language that should be avoided.	III	1
	[4 x 2.5= 10]		
Q.3)	Attempt any Two Parts :	BTL	CO
	(a) Discuss the process of communication by emphasizing on the relevance of feedback.	VI	2
	(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?	I	1
	(c) <i>Nonverbal Communication is the communication without words.</i> In light of this statement, determine the importance of non-verbal communication in professional life	V	3
	[2 x 5= 10]		
Q.4)	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	2

	(b)	Examine the difference between vowel and consonant sounds by giving suitable example of each.	IV	3
	(c)	What is phonetics? Write a short note on the importance of Phonetics.	I	1
		[2 x 5= 10]		
Q.5)	Attempt any Two Parts :		BTL	CO
	(a)	<i>Communication is a two-way process.</i> Discuss by explaining the process of communication by making a diagram.	VI	3
	(b)	<i>Kinesics is a response of the mental status of a person.</i> Explain by giving four examples of body gesture with its meaning.	V	3
	(c)	How do barriers to communication hinder the effective communication? Discuss by explaining various types of barriers.	I	1
		[2 x 5= 10]		
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