

Enrollment No: - _____
PARUL UNIVERSITY
FACULTY OF ENGINEERING AND TECHNOLOGY
PARUL INSTITUTE OF TECHNOLOGY
PHASE EXAMINATION 2024
CAREER DEVELOPMENT CELL

Semester: 2nd

Subject Code: 303193152

Subject: Advanced Communication and Technical Writing

Date: 6th April 2024

Time: 2 Hours

Total: 50

Instruction:

- Attempt all questions.
- Write all the answers in the answer book.
- Questions from Q1 to Q25 are MCQs and carry 01 mark each.
- Question number 26 carries 08 marks, Q27 carries 07 marks and Q28 carries 10 Marks.
- Make sure to maintain the chronology while writing the answers.

Section: A

Q: - Choose the correct answer from the given option.

(25)

1. Out of all _____ Hari has been granted leave.
(A) only (B) casually (C) rarely (D) almost
2. Rohan _____ the movie before he read the review.
(A) watches (B) had watched (C) have watched (D) was watching
3. He slipped and _____ fell.
(A) rarely (B) only (C) almost (D) usually
4. She _____ the vegetables yesterday.
(A) cutted (B) cutting (C) cuts (D) cut
5. I _____ as an Assistant Professor since 2010.
(A) have been working (B) has been working (C) has worked (D) worked
6. He said, "I am unwell" (Change into Indirect Speech)
(A) He said that he was unwell. (B) He says that he is unwell.
(C) He said he is unwell. (D) He said I am unwell.
7. Close the door. (Change the voice)
(A) The door should be closed. (B) Let the door be closed.
(C) Can you close the door? (D) I will close the door.
8. Realizing her mistake, Misha _____ (Choose the correct form)
(A) apologizing (B) apologized (C) apologize (D) apology
9. They drew a circle in the morning. (Change the voice)
(A) A circle was being drawn by them in the morning.
(B) In the morning a circle has been drawn by them.
(C) A circle was drawn by them in the morning.
(D) A circle has been drawing since morning.
10. The shopkeeper lowered the price. (Change the voice)
(A) Down went prices. (B) The prices lowered by the shopkeeper.
(C) The price was lowered by the shopkeeper. (D) The Shopkeeper got down the prices.
11. The war _____ in 1935.
(A) start (B) started (C) is starting (D) was started
12. Identify the tense used in the underlined phrase. "She speaks less but has strong opinions."
(A) Past indefinite tense (B) Present perfect tense
(C) Past perfect tense (D) Present indefinite tense
13. The burglar destroyed several items in the room. (Change the voice)
(A) Several items in the room were destroyed by the burglar.
(B) Including the carpet, several items in the room have been torn by the burglar.
(C) The burglar, being destroyed several items in the room, also carpet has torn.
(D) Several items in the room are destroyed by the burglar.
14. They have published all the details of the invention. (Change the voice)
(A) The publication of the details of invention was done by them.
(B) All the details of the invention have been published by them.
(C) The publication of the details of invention was done by them.
(D) All the details have been invented by the publishers.

15. A _____ is a modifier that does not modify anything in the subject.
 → (A) Misplaced Modifier (B) Dazzling Modifier (C) Dangling Modifier (D) Mislead Modifier
16. A critical thinker looks more deeply into _____.
 (A) sources of our information (B) assumptions underlying our beliefs
 (C) determines what is the issue (D) all of the above
17. What are the objectives of report writing?
 • (A) Option (B), (C), (D) are the correct.
 (B) To record the events for future planning.
 (C) To recommend the specific action.
 ✓(D) To give the information about organization's activities, progress, plan and problems.
18. A _____ is a permanent record of the internal operations of an organization and is quite similar to a letter report.
 (A) Memo Report (B) Formal Report (C) Ad Hoc (D) Informal report
19. There are _____ elements in Narrative Writing.
 (A) one (B) five (C) three (D) seven
20. _____ is a piece of writing that tells a story, and it is one of four classical rhetorical modes or ways that writers use to present information
 (A) Story (B) Narrative (C) Essay (D) None of the above
21. Which of the following is an essential component of a report's executive summary?
 ✓(A) Detailed Analysis (B) Comprehensive background information
 (C) Key findings and recommendations (D) Technical jargon
22. What is the purpose of the introduction section in a report?
 ✓(A) To summarize the entire report (B) Detailed Methodology
 (C) To provide background information and context (D) To present detailed analysis
23. Which of the following should be included in the conclusion section of a report?
 (A) Introduction of new ideas (B) Additional data unrelated to the main find
 (C) Detailed methodology (D) A restatement of the executive summary
24. Which tense is commonly used in the methodology section of a report?
 (A) Conditional Tense (B) Present tense (C) Future Tense (D) Past tense
25. What is the purpose of including visual aids such as charts and graphs in a report?
 ✓(A) To help clarify and support key points (B) To make the report visually appealing
 (C) To provide additional data not found in the text (D) To increase the length of the report

Section: B

Q: 26 "Write a story of a futuristic society where technology controls every aspect of life." (Provide the appropriate Title, story should be meaningful with moral) (8)

Q: 27 Write an essay on any One of the following in about 300 words. (7)

A. Organ Trafficking

[Introduction – Definition and scope – Causes and Motivational – Impact on individuals and Communities – Ethical and Legal Consideration – Healthcare and policy Responses – Future challenges and Solutions – Case Studies and Real-Life Example - Conclusion]

Or

A. Time and Tide wait for none.

[Introduction – Time – Tide – Implication of the Proverb – Personal Reflections – Historical and Literacy References – Practical applications - Conclusion]

Q: 28 Analyze the situation provided, understand it, and then provide the appropriate response for the given scenario. (10)

You are a marketing manager for a tech company launching a new smartphone. After the initial launch phase, you notice a decline in sales despite positive feedback on the product's features. Your team suspect that there might be specific factors contributing to the decline, such as pricing, competition, or marketing strategy. Prepare the analytical report by conducting an analysis to identify the root cause(s) of the sales decline and propose actionable recommendations to address the issue.

ALLTHE BEST