

POKHARA UNIVERSITY

Level: Bachelor Semester: Spring Year : 2021
Programme: BE Full Marks: 100
Course: Communication Technique Pass Marks: 45
Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. Read the following passage and answer the questions given below: 15

As material civilization advances and the supply of available goods and services increases, man's needs correspondingly multiply. Advertising plays a key role in this never-ending process of stimulating the public's desire for certain products and thereby promoting the sales thereof, until it has, in effect created new needs, real or supposed, where there were none before. A familiar example is the motor car, once a rare and costly novelty, now an ubiquitous and relatively inexpensive necessity. More recently, the television set has undergone the same transformation. While some people would deny that television is a necessary, the fact that television set are found in a majority of western homes shows that is answers to a greater or lesser degree, the need felt by millions of people for entertainment and information.

A product, service or commodity that the public needs, and knows it needs, tends, of course to 'sell itself'. We might therefore assume that in such cases, advertising would be of minor importance. To some extent this is true; meat packers, vegetable and fruit growers, and dairy operators spend less on advertising, for instance, than manufacturers, of cigarettes, liquors, cosmetics and other items of this type. On the other hand, the competition that exists between rival brands means that the suppliers of such basic necessities as food, clothing, and housing must advertise their wares to stay in business. Significantly, the industry that spends most on advertising turns out a product which almost everyone considers a necessity.

Questions:

- How does a man's need increase?
- What role does advertising play in creating a desire?

- How does a product 'sell itself'?
- Why do like manufacturers of cigarettes, liquors and cosmetics spend more on advertising their products?
- 'The motor car once rare and costly novelty is now an ubiquitous and relatively inexpensive necessity'. Explain.

2. Answer any three questions of the following: 3×5

- "Science is the enemy of mankind." Argue for or against the statement.
- Pretend that you're the director of social welfare organization of your company. Write a memo to the staff informing them about 5 days training in increasing efficiency of employees.
- What is the central theme of the poem 'Letter from Foreign Grave'?
- Are knowledgeable people necessarily wise? Give your reasons with reference to the views of Bertrand Russell.

3. a) Read the following text and summarize it in its one-third form of its original. 8

Technical education, the academic and vocational preparation of students for jobs involving applied science and modern technology. It emphasizes the understanding and practical application of basic principles of science and mathematics, rather than the attainment of proficiency in manual skills that is properly the concern of vocational education. Technical education has as its objectives the preparation of graduates for occupations that are classed above the skilled crafts but below the scientific or engineering professions. People so employed are frequently called technicians. Technical education is distinct from professional education, which places major emphasis upon the theories, understanding, and principles of a wide body of subject matter designed to equip the graduate to practice authoritatively in such fields as science, engineering, law, or medicine. Technical occupations are vital in a wide range of fields, including agriculture, business administration, computers and data processing, education, environmental and resource management, graphic arts and industrial design, and health and medicine; technical educational curricula are correspondingly specialized over a broad range. Technical education is typically offered in post-high-school curricula that are two years in length, are not designed to lead to a bachelor's degree, and are offered in a wide variety of institutions, such as technical institutes, junior colleges, vocational schools, and regular colleges and universities.

- b) Pretend that you're the director of social welfare organization of your company. Write a memo to the staff informing them about 5 days training in increasing efficiency of employees. 7
4. a) A reputed mega-engineering company is seeking for a qualified, competent, and dynamic candidate for the post of civil engineer. Write an application and prepare a standard resume for the post. 8
- b) Prepare a manuscript of a technical talk on the topic "Unplanned Urbanization in Nepal: Challenges and Solutions" 7
5. a) Imagine that you have been invited to submit a proposal on 'Constructing a Seminar Hall of ABC College. Prepare a brief proposal using the following hints. 8
- (Hints: cover page, introduction, objectives, estimated cost, expected benefits, work plan)*
- b) Imagine that your company needs a hotel with spacious and well-equipped hall to organize a national conference of engineers next month. Write an inquiry letter to a hotel specifying your requirement and enquiring the cost to be paid. 7
6. a) Imagine that you are the Secretary of a club. The 10th meeting of your club was held on 10 July 2022. Write the minutes of the meeting assuming the following agenda: 8
- Minutes of the previous meeting.
- 10.02 Appointment of an auditor for the club's audit report.
- 10.03 Purchasing a laptop for the club use.
- 10.04 Arranging club's general meeting.
- 10.05 Organizing charity show for fund raising.
- 10.06 AOB
- b) Write a technical description on any one of the following product.(Use: Introduction, parts, functions, use, and conclusion) 7
- i) Laptop
- ii) Motorbike
- iii) Microscope
7. a) Transform the following as directed in the bracket. 5
- i) It has been suggested that she should forget her past. (Am.E)/8
- ii) The thieves have to be caught by him. (Active)
- iii) Shut the door, will you? (polite)

- iv) One should not ignore his parent's advice.(Br.E)
- v) Hay, go down and bring a glass of water for me. (polite)
- b) Transform the following sentences as indicated 5
- i) What is your strategy? (Complex)
- ii) Hard work is necessary for you to get promotion (Compound)
- iii) I know that he is an intelligent student (Simple)
- iv) She will go to the cinema hall and watch the movie (Simple)
- v) My research explores the issue of pollution in city. (Impersonal)