

**Indian Institute of Engineering Science & Technology, Shibpur**  
**1<sup>st</sup> Semester B. Tech. (Groups V-VIII) Endsem Examination,**  
**December 2023**

**Professional Communication in English –HU 1101**

**Full marks: 50**

**Time: 3 Hrs**

**Attempt all questions:**

1. Read the following passage carefully and prepare a linear note.

**10**

The rise of literacy in India in the past two decades has inevitably been plagued by rising unemployment amongst skilled personnel. The rise of qualified personnel has not unfortunately led to the rise of skilled, employable personnel in the country. The rising skilled unemployment in India is wrongly attributed to the shortage of skilled jobs in the country. With ever-increasing demand from all over the world for Indian talent, the Indian IT services sector remains perennially hungry for fresh, talented graduates.

The Indian government and IT firms have made huge efforts in launching various programs to bring emerging tech skills to the country. However, the state of employability within the current graduating batches remains a question. The 'National Employability Report for Engineers 2019' put out by a job assessment platform, has shown that over 80% of engineers in India are unfit to take up any job in the knowledge economy.

The report says that Indian engineers are far behind their global counterparts when it comes to honing relevant digital skills in the global job market, namely advanced tech skills such as artificial intelligence, machine learning, data science and wireless technologies etc. Only 2.5% of engineers in India possess artificial intelligence skills, while only 5.5% are qualified with basic programming abilities. The university level education in India is primarily focused on imparting theory-based knowledge. Only 40% of the total number of graduate engineers opt for internships for hands-on experience, with 36% taking up projects other than their coursework.

To this end, there remains a persistent need to develop skilled engineers in India. As per a report published by India Education Forum 2021, skills like communication, presentation, attention to detail, research, analytical skills and writing skills are amongst the top skills required by employers. Employers also seek a diverse set of domain skills that range from functional to technical. In addition, the industry demands employees who spend minimal time for "on-the-job training" or "shadow working" and are tailor-made specifically for a job profile.

2. Imagine you are interested in applying for a three-month summer programme in your discipline offered by a university abroad. In this programme, you can pursue a few courses that will help you earn credits. You are also interested in applying for the scholarship offered by this programme that will cover your tuition fees and fund your travel and stay. Draft a cover letter and a CV to apply for this programme. **6+8=14**

3. Describe three basic characteristics of promotional writing. 6
4. Imagine you are the Human Resource Manager of a leading multinational company. Your company is launching a new cafeteria on its campus where the price of the food will be subsidized for the employees. Write a memo to inform all the employees about this news. 10
5. What are the different sections of a research article? What is the purpose of a research article's "Reference/Works Cited" section? 7+3=10