

National Institute of Technology, Delhi

Name of the Examination: B.Tech.

Branch : ECE/EEE

Semester : 1st

Title of the Course: Professional Communication

Course Code: HMB 100

Time: 2 Hours

Maximum Marks: 25

Note: All Questions Are Compulsory

Q1. Consider the following scenario and answer the questions below. [10 marks]

Scenario 1: *Jade just got hired as a customer service representation at a landscaping company. She loves talking to people and feels it's the perfect job for her. She arrives early on her first day and is looking forward to a good day at work. She then receives her first call from an angry customer.*

Zack: Hello (angrily)!

Jade: Hello Sir, How can I help you?

Zack: Well, I hired your company yesterday to mow my lawn but you didn't do a good job.

Jade: I am very sorry to hear that. We care about our customers and I would like to hear why you are unhappy with the job.

Zack: It was a mess!

Jade: Can you please be more specific? What exactly didn't you like? In what ways was it a mess?

Zack: Well, it looked just awful.

Jade: Mr. Zack, I really want to make sure that whatever upset you doesn't happen again. If you will tell me exactly what you would want done differently, it will really help me to be sure your lawn is mowed just the way you like it.

Zack: Well, the cut grass was left on the lawn, and the edges were not straight.

Jade: Okay, let me be sure I understand. Besides mowing, you want us to be sure to rake up, remove the cut grass and be more careful to straighten the edging.

Zack: Yes, that is exactly what I expect!

Jade: Thanks Mr. Zack. I will be sure to do get it fixed for you today and I will also put it in our records so that we know that's what you would like done in the future.

Zack: Thank you very much.

Jade: You are welcome. Have a good rest of the day.

- Compare the communication style of Jade and Zack using 7Cs of communication.
- Discuss the potential communication barriers in the above conversation.

Q2. Read the following article and identify the type of text style used in each paragraph. Justify your answer. [5 marks]

Running Water on Mars?

Photographic evidence suggests that liquid water once existed in great quantity on the surface of Mars. Two types of flow features are seen: runoff channels and outflow channels. Runoff channels are found in the southern highlands. These flow features are extensive systems—sometimes hundreds of kilometer in total length—of interconnecting, twisting channels that seem to merge into larger, wider channels.

They bear a strong resemblance to river systems on Earth, and geologists think that they are dried-up beds of long-gone rivers that once carried rainfall on Mars from the mountains down into the valleys. Runoff channels on Mars speak of a time 4 billion years ago (the age of the Martian highlands), when the atmosphere was thicker, the surface warmer, and liquid water widespread.

Outflow channels are probably relics of catastrophic flooding on Mars long ago. They appear only in equatorial regions and generally do not form extensive interconnected networks. Instead, they are probably the paths taken by huge volumes of water draining from the southern highlands into the northern plains. The onrushing water arising from these flash floods likely also formed the odd teardrop-shaped "islands" (resembling the miniature versions seen in the wet sand of our beaches at low tide) that have been found on the plains close to the ends of the outflow channels. Judging from the width and depth of the channels, the flow rates must have been truly enormous—perhaps as much as a hundred times greater than the 105 tons per second carried by the great Amazon river. Flooding shaped the outflow channels approximately 3 billion years ago, about the same time as the northern volcanic plains formed.

Some scientists speculate that Mars may have enjoyed an extended early period during which rivers, lakes, and perhaps even oceans adorned its surface. A 2003 Mars Globe Surveyor image shows what mission specialists think may be a delta—a fan-shaped network of channels and sediments where a river once flowed into a larger body of water, in this case a lake filling a crater in the southern highlands. Other researchers go even further, suggesting that the data provide evidence for large open expanses of water on the early Martian surface. A computer-generated view of the Martian North Polar region shows the extent of what may have been an ancient ocean covering much of the northern lowlands. The Hellas Basin, which measures some 3,000 kilometers across and has a floor that lies nearly 9 kilometers below the basin's rim, is another candidate for an ancient Martian sea.

Q2. According to Julia Wood, "Communication is a systematic process in which individuals interact with and through symbols to create and interpret meaning". Discuss the key aspects of the above definition using examples where needed. [5 marks]

Q4. Identify the Grice's maxim (Quality, quantity, manner, and relevance) assumed by speaker B in each of the following case. [5 marks]

- a. Speaker A: It's cold in here.
Speaker B: I'll turn the heat up.
- b. Speaker A: Where's Harry?
Speaker B: He is taking a holiday in Bermuda now.
- c. Speaker A: What's the weather prediction?
Speaker B: Bring your coat.
- d. Speaker A: Are your parents coming to visit?
Speaker B: My mother is.
- e. Speaker A: Do you like Rosie?
Speaker B: Well, she has a nice husband.