

**Continuous Assessment Test-I, September 2023**

Programme	: B. Tech	Semester	: FALL
Course Title	: Technical English Communication	Code	: BENG101L
Faculty	: Dr RK JAISHREE KARTHIGA	Class Nbr	: CH2023241700338
Time	: 90 mins	Slot	: D1
		Max. Marks	: 50

**Answer ALL the Questions****(5 x 10 = 50 Marks)**

Q.No.	Sub. Sec.	Question Description	Marks
1.	A	Discuss the role of Instagram in technical communication. How it affects and interferes with verbal and non-verbal communication? Explain with suitable contexts.	10
1.	B	<b>Provide two situations for each of the communication barriers given below.</b> I. Physical Barrier II. Pessimistic attitude III. Poor listening skills IV. Psychological Barrier V. Linguistic Barrier	10
2.	A	<b>Identify the word classes (Parts of Speech) in the following sentences and label them.</b> a. She went to the market and bought some eggs. b. I want to go now. c. What are you doing there? d. There is a mouse underneath the piano. e. Masons build houses. f. John is my best friend. g. She looked up but didn't see anything. h. My family live in different parts of India. i. That was a difficult question. j. She was very impressed with her results.	10
2.	B	<b>Identify and correct the error in the following paragraph.</b> Isenberg recent research in the cognitive processes of senior managers reveal that managers' intuition is neither of these. Rather, senior manager use intuition in at least five distinct way. First, they intuitively sense when problems exists.	10

Second, managers rely on intuition to perform well-learned behavior patterns rapidly. This intuition is not arbitrary or irrational, but is based on years of painstaking practice and hands-on experience that build skills. A third function of intuition is to synthesize isolated bits of data and practice into an integrated picture, often in a "Aha!" experience. Fourth, some managers use intuition as a check on the results of more rational analysis. Most senior executives are familiar with the formal decision analysis models and tools, and those who use such systematic methods for reaching decisions are occasionally leery of solutions suggested by these methods which run counter to their sense of the correct course of action. Finally, managers can use intuition to bypass in-depth analysis and move rapidly to engender a plausible solution. Used in that way, intuition is an almost instantaneous cognitive process in which a manager recognizes familiar patterns.

One of the implications of the intuitive style of executive management is that "thinking" is inseparable from acting. Since managers often "know" what are right before they can analyze and explain it, they frequently act first and explain later. Analysis is inextricably tied to action in thinking/acting cycles, in which managers develop thoughts about their companies and organizations not by analyzing a problematic situation and then acting, but by acting and analyzing in close concert.

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**Write a job cover letter to the Manager of an IT firm in the form of an email.**

10