

MCA
MCAC 105: Technical Communication
Unique Paper Code: 223401105
Semester I
March-2021
Year of admission: 2020

Time: Three Hours

Max. Marks: 70

Note: Answer any 4 questions. All questions carry equal marks.

1. a) Differentiate between Human Communication and Animal Communication. Explain at least four forms of Human Communication as well as of Animal Communication. What are the benefits of Human Communication?

Marks: 6

b) Explain various principles of Communication.

Marks: 5

c) Explain Technical communication. What is the purpose of technical communication? Discuss various channels of technical communication.

Marks: 6.5
2. Write short answers to the following:
 - a) What are Semantic Barriers in communication?
 - b) What are different Interpersonal Skills?
 - c) What are the advantages and disadvantages of digital communication?
 - d) Explain 6 C's of effective communication.
 - e) What do you mean by the term 'Advertising resonance'?
 - f) What are the Organizational Barriers in communication?
 - g) Explain Visual Communication.

Marks: 7x2.5=17.5
3. a) Define Scientific Writing. Explain the different types of Scientific Writing.

Marks: 5

b) Explain different components of a scientific paper. What are the technical writing requirements? Differentiate between References and Bibliography.

Marks: 7.5

c) Differentiate between formal and informal writing. Give an example to illustrate their difference.

Marks: 5

4. a) Define a Memo. Assume you are the CEO of Software Company “TechSoft”. Write a memo to the staff in the company regarding the new rules to be followed while writing memo.

Marks: 4

b) On the occasion of National Science and Technology Day, your college has decided to organize a Science Fair. You are the secretary of the Science Society of your college. You need to call a meeting of the office bearers of the society to discuss the arrangements for the fair. Write a notice for the meeting.

Marks: 5

c) Explain different components of an Agenda of a meeting? How do you differentiate between formal and informal meetings?

Marks: 5

d) You are the Senior Manager in Samsung Mobiles company. You are required to take a meeting of the regional managers of Samsung Mobiles on Monday, April 5, 2021 in the Head Office New Delhi at 11:00 AM. Draft the Agenda of the meeting.

Marks: 3.5

5. a) What are the different tasks involved while writing Minutes of Meeting?

Assume you are the chairperson of the Medical Audit Committee in the City Medical Centre. You have conducted a monthly meeting with the Secretary and other Doctors in the Medical Centre. Write the Minutes of the Meeting.

Marks: 5

b) What are the different types of job applications? Differentiate between cover letter and Application letter. Write a job application for the post of Graphic Designer in a Top MNC. Include information regarding your technical skills, certifications, work experience (if any) etc.

Marks: 7.5

c) What are the different forms of Oral Presentation? How do you make a good Oral Presentation? Discuss at least five such ways.

Marks: 5

6. a) Explain three types of Communication models in detail with example. Elaborate advantages and disadvantages of each communication model.

Marks: 6

b) Write three argumentative paragraphs supporting your view on the shifting of three-year degree course in your college to four-year degree course.

Marks: 4.5

c) Read the following paragraph.

Customers used their credit cards in April month in 2020 to keep spending while education and SME loans rose as the value of outstanding customer credit jumped at the fastest rate since late 2020, reported by the Reserve Bank. Total consumer credit grew by 30.25 billion Rs which is more than twice the 15 billion Rs rise that the country economists had forecast. That followed a revised 15 billion Rs increase in outstanding credit in May. Economists expressed some reservations whether the data reliably signalled a real pickup in demand, something that would normally fuel stronger growth, or just a need to rely more on credit in an economy generating anemic job growth. "The optimistic read is that consumers' improved outlook on the economy and employment prospects led them to feel comfortable spending on credit, while a more downbeat interpretation is that credit is needed for consumers to keep up," Country Economics said in a note afterward. The April rise in consumer credit was the strongest for any month since October 2019 when it soared by 29.55 billion Rs. That was shortly after the February 2019 attacks when big automakers were offering zero-percent financing and other incentives to lure consumers back to their showrooms.

1) Summarize the above paragraph in less than 50 words.

Marks: 3

2) Answer the following questions:

- a) What do you think the word "anemic" in the above paragraph refers to?
- b) According to the paragraph, what played an important role in the economic growth at the beginning of 2020 year?
- c) How long had it been since the consumer credit numbers increased so much in one month?
- d) According to the article, does the increase in consumer credit mean that the economy is improving?

Marks: 4x1=4