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NAS104/NAS204 / EAS104/EAS204

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 19912

Roll No.

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B. Tech. (Semester-I)

SPL. THEORY EXAMINATION 2014-15

PROFESSIONAL COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note: Attempt all questions.

Section - A

1. Write short answer in about 70 words each : $2 \times 10 = 20$
 - (a) Discuss noise as barrier in Communication Process.
 - (b) What are the three prominent levels of communication?
 - (c) What is Coherence in technical writing?

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(1)

[Contd...

- (d) What is the definition of Rose according to scientist?
- (e) Appendices in a Proposal contain :
 - i) The name of writers
 - ii) The inferences drawn on the basis of the analysis of the results
 - iii) The details of the method used
 - iv) Some other information related to area of research
- (f) What do you mean by Active listening?
- (g) State the importance of Impersonal attitude in Mass Communication.
- (h) What was the theory of Burno in the essay Man and nature?
- (i) Highlight the difference in the homophone by using them in the sentence of your own:
 - i) Bail, Bale
 - ii) Confident, Confidant

- (i) _____ is the study of body language and facial expression.

Section - B

2. Attempt any three questions : 10×3=30

(a) Correct any five of the following :

- i) Not only the students but also the teacher are confused by the material.
- ii) Please excuse me being late.
- iii) One should be careful in his studies.
- iv) Each of the students are studying for the test.
- v) Many of the headlines in the newspaper seems hard to believe.
- vi) Neither of my daughters look like me.

(b) What are the features of a claim letter? Draft a suitable claim after inventing details.

(c) What are the three requisites of writing a paragraph?
How does inductive order provide the basis for carrying out researches in science?

(d) What should be the function of Literature on society?

(e) List the steps involved in the Precis writing.

Section - C

3. Attempt all : 10×5=50

(a) A sales letter is a straight forward written message that asks an individual to buy something. Explain.

OR

(b) "Communication means sharing of understanding between people." Explain the statement and discuss the role of feedback in communication.

4. (a) Explain the four modes of speech delivery as nuances of voice Dynamics.

OR

(b) "Language is a tool of communication, but there are exceptions too." Discuss.

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5. (a) Discuss in detail the Principles of Business correspondence.

OR

(b) What is Negotiation? Write in brief the steps for effective business negotiation.

6. (a) What do you mean by 'Report'? Mention the various types of a business report.

OR

(b) Why Barry commoner believes that the disaster will surely visit on us if we dare to enter the new age without correcting the basic fault of science?

7. (a) Discuss the role of Kinesics and Audience analysis in formal Business Presentation.

OR

(b) Why are the causes of intra-personal barriers more damaging to individuals than inter-personal barriers to communication? Illustrate precisely.

—x—

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