

Printed Pages—4

EAS104/MCA111

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

PAPER ID : 7301

Roll No.

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MCA

(SEM. I) ODD SEMESTER THEORY

EXAMINATION 2012–13

PROFESSIONAL COMMUNICATION

EAS104/MCA111

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

PAPER ID : 9604

Roll No.

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B.Tech.

(SEM. I) ODD SEMESTER THEORY

EXAMINATION 2012–13

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

Note :— Attempt all **five** questions. Answer of value-based questions must follow the prescribed text.

1. Attempt any **five** parts of the following in about 100 words each :

(4×5=20)

- (i) Point out the features of general writing as contrary to technical writing. Describe briefly.
- (ii) What are the causes of Inter-Personal Barriers ? Elucidate.
- (iii) What are the requisites of paragraph writing in Technical Presentation ? How is unity in the paragraph important for effective communication ?
- (iv) What is Technical Report ? Mention the importance of Technical Reports to professionals.

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- (v) Specify different modes of Delivery of Speech. What do you consider as the best mode of speaking/ communicating ?
 - (vi) Differentiate between language of literature and that of science as described by Aldous Huxley in his essay 'The Language of Literature and Science'.
 - (vii) How does Philosophy criticize the sciences, synthesize the sciences and play a role of the Mother of sciences ? Illustrate.
2. Attempt any **four** parts of the following : **(5×4=20)**
- (i) What are the causes of Intra-Personal Barriers ? How do personal traits of someone impact the communication process with others ?
 - (ii) Describe the significance of Topic sentence in a paragraph. What is its role in contributing to the grand theme in any domain ?
 - (iii) What are different methods of Precis writing ? Distinguish Precis writing from Paraphrasing.
 - (iv) Give the synonym of the following :
 - (a) Demagogue (b) Dexterity
 - (c) Gregarious (d) Sonorous
 - (e) Versatile.
 - (v) Specify different devices to bring about coherence in paragraph to make it spontaneous. Describe briefly.
 - (vi) What is the importance of audience and locate in formulating presentation strategies for the speaker ? Analyze briefly.
3. Attempt any **two** parts of the following : **(10×2=20)**

PART-A

- (i) Define Technical Proposal. Draft a proposal for establishing Digital conference Lab in your organization. Invent necessary details.

- (ii) What is difference between Government letter and D.O. letter ? Draft a D.O. letter to G.M. of NTPC in the capacity of AGM Production based at Delhi. Invent details.

PART-B

- (i) What is technical style of Report writing ? How could choice of words determine the tone and tenor of technical style ? Illustrate.
- (ii) What are Paralinguistic features of voice dynamics ? Differentiate between Intonation and Modulation of speech. Describe precisely.

PART-C

- (i) What is Claim Letter ? Make a claim for the damage of five numbers of computer systems to the sales manager of HCL Technologies at Delhi along with your request to replace the damaged systems at the earliest. Invent details.
- (ii) What are the basic requisites of Speech making ? Point out the methods of making the speech interesting. Illustrate.

4. Attempt any **two** parts of the following : **(10×2=20)**

- (i) Illustrate Moody E. Prior's view that the products of scientific genius are quite impersonal in nature whereas the products of artistic genius are personal and unique in many respects.
- (ii) How is the East indebted to the West in terms of imbibing scientific techniques for their development as described by B. Russell in his essay '**The Effect of Scientific Temper on Man**' ?
- (iii) What is the impact of industrialization on the ecological balance in nature ? Suggest ways and means to device safeguards for the sustenance of ecology apropos Barry Commoner's views in his essay '**Science and Survival**'.

5. Attempt any **one** part of the following : (20×1=20)

PART-A

- (i) Give the meaning of the following **homophones** and use them in statements :
- (a) Ascent, assent
 - (b) Cession, session
 - (c) Tamper, temper
 - (d) Pray, prey
 - (e) Elicit, illicit
- (ii) Form **new words** as directed below and use them in statements :
- (a) Concede (Noun)
 - (b) Belong (Noun)
 - (c) Spark (Verb)
 - (d) Custom (Verb)
 - (e) Book (Adjective)

PART-B

- (i) Give the meaning of following **select words** and use them in statements :
- (a) Idiosyncrasy
 - (b) Inexorable
 - (c) Rescind
 - (d) Spontaneous
 - (e) Debonair.
- (ii) Form **new words** as directed below and use them in statements :
- (a) Society (Verb)
 - (b) Angel (Adjective)
 - (c) God (Adjective)
 - (d) Abide (Noun)
 - (e) Tell (Noun).