



Fundamentals of Technical Communication

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PART- 1*Technical Communication : Features.***Questions-Answers****Long Answer Type and Medium Answer Type Questions****Que 1.1. | What is technical communication ?****Answer**

1. Technical communication is the study of the targeted audience and then finding out the best way to present the information.
2. It involves gathering knowledge from experts and customers by conducting interviews, testing their topics, studying existing information and finally reshaping this information, so that the correct audience can access, understand and use it.

Que 1.2. | Discuss various features of technical communication.**AKTU 2014-15(I), Marks 10****OR****What are the distinguishing features of technical communication ?****AKTU 2016-17(II), Marks 07****Answer****Features of technical communication are :**

1. Technical communication has specialised content *i.e.*, specific subject matter. However, technical communication is not communication about a specific technical topic, but about any technical topic.
2. Technical communication is the delivery of technical information to a specific audience in a way which is adapted to the needs, level of understanding and background of the audience.
3. Technical communication has the specific purpose *i.e.*, it is always purposive.
4. It provides organized information that aids in quick decision-making.
5. It disseminates knowledge in oral or written form.

Que 1.3. Write the approaches or requisites of technical communication.

Answer

Approaches or requisites of technical communication are :

- 1. Brevity :** It should be brief and provide information in a concise manner.
- 2. Clarity :** It should be clear without any ambiguity.
- 3. Simplicity :** It should be written in a simple language.
- 4. Objectivity :** It should be written in limited words.
- 5. Utility :** It is done for some specific purpose.
- 6. Vocabulary :** It uses specific technical vocabulary.
- 7. Informative :** It should be used to give specific information.
8. Technical writing should display an understanding of the abbreviations, acronyms used in the field.
- 9. Use of active voice :** Active voice should be used as it is easy to understand and emphasis is laid on the subject and not on the object.
10. Avoid redundant phrases (lengthy and incorrect expressions).
- 11. Avoid repetition :** Repetition should be avoided as it can mark the beauty of expression.

PART-2

Distinction between General and Technical Communication.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.4. Point out features of general writing as contrary to technical writing. Describe briefly ? **AKTU 2015-16(I), Marks 10**

OR

How is technical writing different from general writing ?

AKTU 2014-15(II), Marks 05

Answer

S. No.	Technical writing	General writing
1.	The audience in technical writing is specific.	The audience in general writing is general.
2.	The purpose of technical writing is to inform, to instruct and to persuade.	The purpose of general writing is to entertain, provoke, captivate, educate and inspire.
3.	The style of technical writing is plain, simple, to the point, formal, standard, academic, scientific, precise, familiar.	The style of general writing is informal, artistic, figurative, attractive, and repetitive.
4.	The tone of technical writing is objective.	The tone of general writing is subjective.
5.	The vocabulary used in technical writing is specialized.	The vocabulary used in general writing is general, expressive.
6.	The organization of technical writing is sequential and systematic.	The organization of general writing is arbitrary and artistic.
7.	Technical writing is the outcome of diligence.	General writing is the outcome of natural talent. It is largely inborn.
8.	It emphasizes the dispassionate factual recording of scientific investigation.	It deals primarily with feelings, emotions, opinion and persuasion.
9.	It is scientific.	It is literary and generic.
10.	Its scope is limited to the particular business.	Its scope is wider and touches every walk of life.

Que 1.5. What is the difference between general communication and technical communication ? Describe features of technical communication briefly.

OR

Bring out difference between technical and general communication.

AKTU 2017-18(II), Marks 07

OR

Point out the difference between technical communication and general communication. Describe the role of brevity and objectivity in technical communication.

AKTU 2015-16(II), Marks 05

OR

Technical communication and general communication are poles apart as they differ in all aspects. Elucidate.

AKTU 2016-17(I), Marks 07

Answer

Difference between technical and general communication :

S. No.	Technical communication	General communication
1.	It is composed of some technical information.	It contains a general message.
2.	The information is structured in a predefined format and order.	The information is informal in style and approach.
3.	It is often in written form because of archival value associated with this form.	It is conveyed orally.
5.	It is mostly formal.	It is informal in style and approach.
6.	It follows a set pattern.	It does not follow a set pattern of communication.
8.	It is always for a specific audience.	It is not always for a specific audience.

Features of technical communication : Refer Q. 1.2, Page 1-2Z, Unit-1.

Role of brevity and objectivity : Refer Q. 1.3, Page 1-3Z, Unit-1.

PART-3

Language as a Tool of Communication, Dimensions of Communication.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.6. Discuss language as a tool of communication.

AKTU 2014-15(II), 2015-16(I); Marks 10

Answer

1. Language is a well-established fact that effective communication is made possible with the help of language.
2. A basic knowledge of the theory of language will certainly help to understand the intricacies of writing and speaking clearly.
3. Language employs a combination of words to communicate ideas in a meaningful way. By changing the word order in a sentence, we can change its meaning, and even make it meaningless.
4. It is very convenient to convey information from one person to the other, from one place to another through medium of language.
5. Human memory cannot retain things for a long time. Language keep things memorial for a long time.
6. Almost everyone learns how to speak and write from their childhood, so they can transmit their idea through language easily.
7. It is tough for everyone to understand the language of body movements. So, man takes shelter of language at last.
8. Language develops through body language, space language, time language, symbols and signals.

Que 1.7. What are the characteristics features of language ? How is it essential tool of communication ?

Answer

The characteristics features of language are :

1. **Language is artificial :** Language is created by people. It does not exist outside the minds of people. It is basically created by humans and depends on their needs. Every symbol is attached to a particular thought or thing called referent.
2. **Language is restricted :** When we translate our thoughts into language, some meaning is lost in the process. No symbols or word can transmit our exact perception. This is because language is restricted.
3. **Language is abstract :** Language is abstract because it represents generalized ideas of things or thoughts. A word could represent different ideas at different times.
4. **Language is creative :** Language is creative because it has the ability to generate many words every day.
5. **Language is redundant :** Whatever language one uses it has the capacity for redundancy or repetition.

Language as a tool for communication : Refer Q. 1.6, Page 1-5Z, Unit-1.

Que 1.8. “Language is a tool of communication but there are exceptions too”. Explain with your original comments.

AKTU 2017-18(I), Marks 07

Answer

1. Human communicates with language.
2. Though, language is not the only means of communication. Whenever communication is thought of we always associate it with language.
3. Language is a vehicle that we use in presenting our ideas, thoughts, feelings, opinions to the world. But many times, we are unable to put our thoughts exactly in the same way as they appear in our mind.
4. No word can transmit the exact reality. The same word can mean different realities at different times.
5. For example, the meaning of ‘love’ for people at the age of 21 is different as compared with love understood by people at 40 or 60 years of age.
6. This shortcoming can be overcome by using non-verbal cues to explain things better or use graphics pictures or audio-visual recordings.
7. That’s why it is said that language is considered as tool of communication but there are exceptions.

Que 1.9. What are the dimensions of communication ?

Answer

Dimensions of communication :

1. Downward communication :

- i. Downward communication refers to the
 - a. Communication from the higher level in managerial hierarchy to the lower level.
 - b. Communication from decision makers to the workers.
 - c. Communication from seniors to their subordinate employees.
- ii. It involves the transfer of information, instruction, advice, request, feedback and ideas to the subordinate staff.
- iii. The main function of downward communication is providing direction and control.
- iv. A communication from General Manager of a company to the Branch Managers is an example of downward communication.

2. Upward communication :

- i. Upward communication refers to :
 - a. Communication from subordinates to superiors.
 - b. Communication from employees to management.
 - c. Communication from workers to decision makers.
- ii. Upward communication involves the transfer of information, request and feedback from subordinates to their seniors.
- iii. It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.
- iv. It facilitates employee involvement in the decision-making process.
- v. A business report from the Branch Manager of a company to the Managing Director of the company is an example of upward communication.

3. Horizontal or lateral or peer group communication :

- i. It takes place between professional peer groups or people working at the same level of hierarchy.
- ii. It is the communication among workers at the same level.
- iii. The main objectives of horizontal communication are :
 - a. Developing teamwork within an organization.
 - b. Promoting group coordination within an organization.

4. Diagonal or cross-wise communication :

- i. It is the product of modern changes in information technology and management.
- ii. It is a response to market needs that demand speed and efficiency.
- iii. Diagonal communication flows in all directions.
- iv. Diagonal channel occurs between people who do not have to follow rigid norms of communication protocol.

Que 1.10. Distinguish between upward and downward communication along with its merits and demerits.

AKTU 2016-17(II), Marks 07

Answer

Basic components	Upward communication	Downward communication
Direction	It flows from subordinate to superior or from bottom to top.	It flows from superior to subordinate or from top to bottom.
Speed	It is slow or limit consuming as it has to pass through many levels.	It is very swift or consumes less time and is empowered by the authority.
Purpose	It is to provide feedback and give suggestions about how a task has been executed.	It is to give orders for implementing instructions and executing responsibilities.
Nature	It is informative and appellative in nature.	It is authoritative and directive in nature.
Examples	It includes reports, proposals, suggestions grievances, etc.	It includes orders, circulars, notices, etc.

Merits of upward communication :

1. Development of plan.
2. Providing suggestions and opinions.
3. Motivating to employees.
4. Providing constructive suggestion.
5. Good labour-management relationship.

Demerits of upward communication :

1. Changes of information.
2. Unwillingness.
3. Indiscipline.
4. Risk of distortion of messages.
5. Delay.
6. Supervisor's negligence.

Merits of downward communication :

1. Explaining policies.
2. Maintaining discipline.
3. Increasing efficiency.

4. No bypassing.
5. Building good relationship.

Demerits of downward communication :

1. Under communication and over communication.
2. Lack of feedback.
3. Delay in exchanging information.
4. Loss of information.
5. Distortion of information.
6. Creation of resentment.

PART-4

Reading and Comprehension, Technical Writing : Sentences, Paragraph.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 1.11. How comprehension skills can be improved ? Discuss.

Answer**Comprehension skills can be improved :**

1. Read a variety of materials. Do not limit yourself to textbooks.
2. Read a fairly long portion of the material. It would be difficult to assess reading comprehension based on one or two paragraphs. Try to read an entire section or chapter instead.
3. Circle unknown or unfamiliar words as you read.
4. After reading, recall as much of the information as possible.
5. Consider how interesting the subject matter is and how much you already know about the subject.
6. Answer questions about the material after reading it.

Que 1.12. What are the techniques for good comprehension ?

Answer**Techniques for good comprehension :****1. Skimming and scanning :**

- a. Before starting to read a text in detail, we should take a moment to preview the text.

- b. Read quickly, without pausing to study the details. This is called skim reading or skimming.

2. Non-verbal signals :

- a. The meaning of a text is not only conveyed by means of words. All texts also contain non-verbal signs.
- b. Non-verbal signs may include certain style features, such as different fonts, bold print, underlining, or italics.
- c. The meaning of these style features can vary from one text to another.
- d. In one text italics may be used to emphasize a word, in another text italics can be used for subtitles.

3. Structure of the text :

- a. Most texts start with a title and sometimes a subtitle. After that comes the introduction and the body, followed by a conclusion or summary.
- b. An important aspect of reading is prediction. The prediction process begins with the title.
- c. The introduction mostly informs us about what we can expect. The body consists of paragraphs.
- d. Each paragraph deals with one aspect of the subject matter. Paragraphs are linked in a logical way.
- e. The conclusion sums up and puts the subject matter in the right perspective.

4. Structure of paragraphs :

- a. A typical paragraph consists of three parts. The first part is the topic sentence, which is the heart of the paragraph, which can figure either at the beginning or at the end of the paragraph.
- b. The topic sentence (also called thesis sentence or key sentence) contains the new aspect of the subject of the text.
- c. The second part of the paragraph contains sentences which develop support for the topic sentence.
- d. These sentences may contain arguments, explanations, details, examples, and other supporting evidence.
- e. The third part of the paragraph is often a summary of the paragraph or a linking sentence to the next paragraph.

5. Punctuation :

- a. Punctuation is partly based on grammar.
- b. The meaning and usage of punctuation marks make it easier to understand the grammatical structure.

6. Author's viewpoint (Inference) :

- a. In reading a text you make inferences or assumptions about the position of the author.
- b. The author often shows his or her opinion either by adding certain phrases or by adding a value to a word.

7. Reader anticipation : Determining the meaning of words :

- a. Even readers who have a wide and flexible vocabulary will encounter words whose meaning they do not know.
- b. We may have often come across a not-too-familiar word whose meaning we were able to guess accurately.
- c. This is possible if we understand the relationships between words in meaning and form.

8. Summarizing :

- a. It is very difficult to remember the complete contents of long texts. For that reason it is often advisable to make notes of essential information in the text.
- b. The result is a short outline of the text containing all its important aspects.

9. Typical reading comprehension questions :

- a. We should become familiar with the main categories of reading comprehension questions asked in standardized tests.
- b. This will help to focus your attention while reading the passages.

Que 1.13. Explain sentence structure.

Answer

1. Sentence structure is the way in which a sentence is arranged, grammatically.
2. Sentence structure depends on the language in which we are writing or speaking.
3. Sentence structure is the way in which we combine words, clauses or phrases in order to convey a complete thought or idea.
4. English sentence structure requires at minimum a subject and a verb.

Different patterns of sentences :

- a. **Simple sentences :** Simple sentences are made up of a single clause containing simply one subject and one verb.

For example :

- i. Aditya went to school.
- ii. Anjana washed the dog.

In each of these two sentences, we have one clause, consisting of a single subject, verb, and object.

- b. Compound sentences :** A compound sentence is formed when two independent clauses are joined together by a coordinating conjunction.

For example :

- i. Aditya went to school, but her sister went to the mall.
- ii. Anjana washed the dog, and Kanika washed the car.

As we can see, each sentence is made up of two independent clauses. One is joined by the conjunction 'but' and one by the conjunction 'and'.

- c. Complex sentences :**

- i. A complex sentence is formed by combining a dependent clause and an independent clause.
- ii. If the dependent clause introduces the independent clause, it must be set off by a comma for balance.

For example : While Anjana washed the dog, Aditya went to school.

- d. Compound-complex sentences :** A compound-complex sentences are those sentences that contain two independent clauses in addition to a dependent clause.

For example :

- i. Although I do not like studying, I need to pass this test, and I need to get an A in this class.

- e. Complete sentences :** Complete sentences are those sentences that consist of a subject and a verb, and it must express a complete thought.

For example :

- i. Aditya walked along the sandy beaches of Miami.
- ii. If we take out Aditya or walked, we would have an incomplete sentence expressing an incomplete thought.

Que 1.14. Explain various types of sentences.

Answer

Various types of sentences are :

- i. Declarative sentences (statement) :**

1. A declarative sentence is the type of sentence used to relay information, and it is punctuated with a period (.).
2. Declarative sentence can be simple or compound and can be used in any tense as long as they present information.

For example : The boy walked home.

ii. Interrogative sentences (question) :

1. Interrogative sentences interrogate, or ask questions.
2. These are direct questions, and they are punctuated with a question mark (?)
3. Many interrogative sentences start with question words.

For example :

- a. Why does the sunshine ?
- b. Whose dog is that ?

iii. Imperative sentences (advise, request, instruction, command) :

1. Imperative sentences do not simply state a fact but rather tell someone to do something.
2. These can be in the form of friendly advice, basic instructions or more forceful commands.
3. Many imperative sentences end with periods (.), but some of the more forceful demands may end with an exclamation point (!) to highlight the emotion.

For example :

- a. Please shut the door to keep out the bugs.
- b. Turn left at the bridge.

iv. Exclamatory sentences (exclamation) :

1. Exclamatory sentences are like declarative sentences in which they make a statement instead of asking a question, but their main purpose is to express strong emotion.
2. They are easily recognized because they end in an exclamation point (!) instead of a period (.)
3. Exclamatory sentences are often used in casual conversation and in written dialogue to show emotion, but they are not typically useful in academic or expository writing.

For example :

- a. I said I wanted tacos instead of pizza!
- b. How well he sings!

Que 1.15. What are the requisites of good sentence construction ?

AKTU 2014-15(II), Marks 10

AKTU 2017-18(II), Marks 07

OR

What are the requisites of good sentence writing ? Describe various methods to introduce variety in sentence construction.

AKTU 2015-16(II), Marks 10

OR

What are the requisites of sentence construction ?

AKTU 2016-17(II), Marks 07

Answer

A good sentence consists of many requisites but out of them, three are very important :

1. Clarity :

- i. It is the first and foremost element of a sentence and other two-consistency and economy-come out of it.
- ii. Basic concept of a sentence is : sense is clear ; sentence is clear.
- iii. A clear sense founds a sentence in actual.
- iv. Clarity in a sentence begins back with conception of ideas.
- v. If the idea conceived is clear, it can impart clarity to the sentence.
- vi. Other things that aid to the clarity are : adequate punctuation, clear pronoun reference and correct word order.

2. Consistency : A sentence is called consistent only if it follows certain rules :

- i. It should keep one pattern/method of writing and all other sentences coming forth must follow the same pattern.
- ii. In the periodic pattern, the main clause comes at the end while subordinate clause comes at the first.
- iii. All sentences of the paragraph should follow one style - formal, informal or colloquial to raise up consistency.
- iv. Easy and correct words should be used for the purpose.
- v. Grammatical consistency is absolutely necessary for effective sentences.
- vi. Subjects and verbs should be agreed in number and person.
- vii. Pronouns should agree with their antecedents in gender, number and person.

3. Economy :

- i. Precision is the tool that makes sentences economical.
- ii. An economical sentence keeps as minimum as possible and conveys complete and correct meaning.
- iii. A writer should avoid the following in order to achieve economy in his writing :

- a. Useless repetition
- b. Redundancy

Que 1.16. Correct any five of the following sentences :

- i. Being a hot day I forgot to carry my umbrella.
- ii. This boy is cleverer than the two.
- iii. He is one of those people who knows everything.
- iv. He as well as you are tired of work.
- v. The prisoner was hung till death.
- vi. The school was closed since yesterday.
- vii. I tried but could not prevail him.
- viii. Your medicine has benefited to me much.

AKTU 2015-16(II), Marks 10

Answer

- i. It being a hot day, I forgot to carry my umbrella.
- ii. This boy is cleverer than the two.
- iii. He is one of those people who know everything.
- iv. He as well as you are tired of work.
- v. The prisoner was hanged till death.
- vi. The school is closed since yesterday.
- vii. I tried but could not prevail him.
- viii. Your medicine has benefited to me much.

Que 1.17. Read the following sentence and remove the ambiguity :

- i. The policeman noticed the thief when he went by super bazaar.
- ii. He tried to complete the assignment, but failing.
- iii. If one's mouth is dry, you should eat a lump of sugar.
- iv. I forbid you not to enter the room.
- v. He was a jolly old fellow and he loves to eat.

AKTU 2014-15(II), Marks 05

Answer

1. The policeman noticed the thief when he was passing by super bazaar.
2. He tried to complete the assignment, but failed.
3. If one's mouth is dry, one should eat a lump of sugar.
4. I forbid you to enter the room.
5. He was a Jolly old fellow and he loved to eat.

Que 1.18. What is a paragraph ? What are the requisites of an effective paragraph ? Write the importance of topic sentence in a paragraph.

Answer**Paragraph :**

1. A paragraph can be defined as a group of sentences or a single sentence that expresses a single idea, supported by evidence in the form of examples, thus forming a unit.
2. It is a group of related sentences that communicate a single idea.
3. It may express an opinion, provide information through the use of facts and details, tell a story, or simply describe a person, a place, or a feeling.
4. Paragraphs indicate the beginning and end of a new idea to the readers, thus helping them to assimilate the contents in an organized manner without much difficulty.

Requisites of an effective paragraph :

1. A paragraph is a distinct unit in prose writing, marked by an indentation of the first line.
2. Generally, a paragraph consists of two to eight sentences.
3. Occasionally, shorter paragraphs may be used to emphasize a particular point.
4. Longer paragraphs are usually used in professional or technical writing.
5. Besides being a distinct unit, it concentrates on a particular idea.
6. A good paragraph makes clear the meaning of this idea or topic, elaborates it, and examines it critically.

Importance of topic sentence in a paragraph :

1. A topic sentence is that part of the paragraph which states its main idea clearly and concisely.
2. It can be found at the beginning or at the end of a paragraph.
3. In the former case it defines the theme developed in the rest of the paragraph; while in the latter, it concludes the discussion occupying the paragraph with an inference or a final observation.
4. Sometimes, the topic sentence can be found somewhere about the middle of the paragraph too.
5. In certain paragraphs, the topic sentence remains implicit, the main idea echoed by all the sentences, without being clearly stated in one sentence.

Que 1.19. What is a paragraph ? What are the components of a good paragraph ? Write in detail.

AKTU 2016-17(I), Marks 05

Answer

Paragraph : Refer Q. 1.18, Page 1-16Z, Unit-1.

Components of a good paragraph :

- 1. Topic sentence :** The topic sentence expresses the main point of the paragraph. The topic sentence is typically the first sentence of the paragraph. It helps the reader to understand what the topic of paragraph is going to be. The purpose of the topic sentence is to state the main point of the paragraph and to give the paragraph a sense of direction.
- 2. Concluding sentence :** The concluding sentence is the ending line of the paragraph. It should restate the main idea of the paragraph.
- 3. Adequate development :** It is important to fully develop and discuss the topic of paragraph. If the paragraph is only of 2-3 sentences, there is a good chance that paragraph is not developed enough.

Que 1.20. Describe the basic requirements of paragraph construction.

AKTU 2014-15(II), Marks 10

OR

What are the techniques used to make a paragraph coherent ?

AKTU 2016-17(II), Marks 07

Answer

The basic requirements of a paragraph construction are :

- 1. Unity :** A paragraph is usually built around a topic sentence, a sentence which states the main theme of the paragraph.
- 2. Coherence :**
 - i.** In a paragraph, every sentence should logically follow from the one preceding it.
 - ii.** Thus, every sentence should be linked to the one that went before.
 - iii.** This provides coherence to the paragraph and there are four devices which help to build up this coherence, which are as follows :
 - a. Pronouns :** It is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus, it maintains the continuity of thought.
 - b. Repetition :** The repetition of some keywords or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author's point of view. But repetition should be used with care, as too much of it can make the paragraph monotonous.
 - c. Synonyms :** Synonyms are substitutes for words already used and have similar meanings. This device is useful because it helps the writer to avoid excessive repetition.
 - d. Connectives :** These are words or phrases which usually occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Examples of connectives : but, and, or, further, etc.

3. Emphasis :

- i. Emphasis means force or prominence.
- ii. It means making important points stand out in the paragraph.
- iii. It is essential because when a person reads a paragraph, he should know at once what the author is writing about.
- iv. Also, the most important idea should stand out. There are various devices which help to give proper emphasis to significant ideas in a paragraph :

a. Balance :

- i. Balance means to give a statement balance of form, that is, to make various parts of the sentence parallel to one another.
- ii. It can also be used to give equal importance to two or more ideas or statements.
- iii. Thus, balance may involve single words, phrases, clauses, and even whole sentences.

b. Emphatic position :

- i. This device is used to give emphasis to the most important idea in the paragraph.
- ii. The most emphatic portion of the paragraph is the last sentence, and the second most important part is the first sentence.

c. Space : This is the most commonly used device, it simply means to give more space to the idea to be emphasizes.

d. Repetition : Emphasis may be achieved either by repeating some keywords or by introducing synonyms of words used earlier. However, this device should be used judiciously.

e. Contrast :

- i. This device states the side of an issue, to emphasize the writer positive point of view.
- ii. This is an important device and should be used with care.

f. Emphatic words : The use of certain words can also emphasize the writer's view point.

g. Metaphors and images : For laying emphasis, the use of striking metaphors and images is a well-known device.

Que 1.21. Discuss in detail various techniques used in paragraph

development.

AKTU 2014-15(I), Marks 10

OR

What are devices for developing a paragraph ? Write briefly.

AKTU 2017-18(I), Marks 07

Answer

Various techniques used in paragraph development are :

1. Inductive order :

- i. In inductive order, an author moves from a particular statement to the general statement. The author gives details, arguments or illustrations, which finally leads to the conclusion.
- ii. A paragraph, that begins with certain information, concludes with a topic sentence is known to be developed using inductive method.

For example : Ram dies, Mohan dies, and they are human beings. Hence, we can say that man is mortal.

2. Deductive order :

- i. In deductive order, we have a conclusion reached by reasoning from general laws to a particular case.
- ii. The topic sentence is the first sentence in the paragraph stating some general statement.
- iii. The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.
- iv. It is the reversal of the logical arrangement of the inductive method.

For example : Man is mortal. Since Ram and Mohan are men, they are mortal.

3. Chronological method or time order :

- i. This is the natural order of narration in which one event leads to another.
- ii. This method is used to document time of an action, event or the steps of an instruction.
- iii. Chronological order is also used to document (write) steps in an instruction.

For example : The documentation of emergency medical services provided by an emergency medical technician chronologically (in order of time) :

1. At 01:15 pm, we arrived at the site and assessed the patient's condition, taking vitals (pulse, respiration etc.).
2. At 01:17 pm after stabilizing the patient, we contacted the hospital and relayed the vitals.
3. By 01:20 pm the patient was given artificial respiration enroute to hospital.
4. At 01:35 pm ambulance arrived at the hospital and hospital staff took over the patient's care.

4. Linear method :

- i. Linear means consisting of lines or one dimensional.
- ii. A logical sequence is followed by the sentences of a paragraph.

- iii. This arrangement can also consist of a system of outlines or enumeration (listing or numbering) of points.

For example :

1. The first step, to curb power theft can be to evolve an effective body of enforcement.
2. The second, to make engineers accountable for the unpaid units.
3. The third, to check the distribution points periodically and unexpectedly etc.

5. Spatial method or space order :

- i. This method helps the reader, to visualize what the writer sees and therefore, it is better to understand the physical qualities of the subject matter.
- ii. The method further helps the reader, to envision the layout of the land, the writer describes or the placement of each component within the machine.
- iii. So, spatial order is the logical division of a subject, on the basis of how they are arranged in order of space or place.

For example :

1. If a technocrat is writing to describe the parts of a machine or a plot of ground, he would like to organize his text spatially *i.e.*, in order of space or place.
2. The writer will describe what he sees as it appears in space - left to right, top to bottom, inside to outside or clockwise.

6. Exposition method :

- i. Exposition is an explanatory writing which can be an incidental part of a description or a narration, or it can be the heart of an article.
- ii. When we read a textbook, the news, magazine articles, or any other types of publications, we are reading expository writing. When we write answers for an essay test, we use the expository form.
- iii. In an expository paragraph, we give information. We explain a subject, give directions, or show how something happens. In expository writing, linking words like first, second, then, and finally are used to help readers to follow the ideas.

7. Interrupted :

- i. A paragraph break is a single line space or an indentation (or both) marking the division between one paragraph and the next in a body of text. It is also known as a par break.
- ii. Paragraph breaks conventionally serve to signal the transition from one idea to another in a stretch of text, and from one speaker to another in an exchange of dialogue.

Que 1.22. “Man’s treatment of man has not always been human”.

Using the sentence as your topic sentence, write paragraph using the deductive method.

AKTU 2014-15(II), Marks 05

OR

Write a paragraph using deductive method and underline the topic sentence. (Invent necessary details yourself)

AKTU 2016-17(II), Marks 05

Answer

Man’s treatment of man has not always been human. Estranged lovers assault and kill their beloved. Throwing acid at the women who has refused to reciprocate the love has become a common thing in our country. These incidents happen even in our premier institutions. Young men are gang raping women without even a sense of remorse. These are a result of the concept developed by human beings that women are lesser creatures than the men and they are an object of man’s entertainment. The objectifying of women is very common in advertisements. Women do the advertisement even for a product aimed at men. All the cultures around the world propounded such distinctions and are even part of the religious teaching. All these led to stereotyping and confining women to household duties and men to outside work. The distinction of human beings into two genders is not the only kind of corruption. The distinction of men on the basis of colour and caste has also been prevalent since time immemorial. Slave trade was part of all the countries till 1900s. In some countries, black people and jews were considered equal to dogs. People beat and abuse a rickshaw pullers. People put the blame of an accident on them. But are they less human ? People make a distinction between the maids and themselves. People give food to servants in a different plate but eat the food that they cook and use the utensils that they clean. The concept of untouchables and unseeable was the climax of such distinction in our country. All the recent developments and events in the past in our country and others lead us to think that humanity is lost and human beings do not consider the others as equal.

Que 1.23. What are the important kinds of paragraph ?

Answer

Important kinds of paragraph :

1. Analysis :

- i. An analysis or cause and effect paragraph examines a subject by evaluating one of its aspects, which is done by weighing evidence and possible causal linkages.
- ii. The object of analysis, in fact, is to get to the centre of how something works.

2. Description :

- i. A description is a spoken or written representation of a person, object, or event.
- ii. The description mode of paragraph development uses descriptive prose to provide a physical picture or functional view of the subject.
- iii. While a paragraph on physical description develops a picture by identifying the shape, size, colour, material, volume, texture, position, etc., one on functional description provides a clear, concise view of the various functions of its subject.

3. Definition :

- i. A definition is a statement giving the meaning of a word or term. It is used to clarify the meaning of a term in a compact and straightforward manner.
- ii. Definition of term is the function of technical writing.
- iii. A precise set of terms is used in technology, and only with a common understanding of those terms can information be communicated clearly.

4. Comparison :

- i. An analogy or a comparison brings out the similar characteristics, aspects, or qualities in two subjects.
- ii. While developing a paragraph using the comparison mode, we need to decide the points of similarities and also think of specific examples to explain that similarity.

5. Contrast :

- i. While using the contrast mode for developing the two main subjects of a paragraph, we bring out their dissimilar or contradictory aspects.
- ii. In constructing such paragraphs, we need to decide the points of dissimilarities and also think of specific examples to explain those differences.

6. Comparison-contrast :

- i. Comparison-contrast paragraph brings out both the similarities not differences of two subjects together or develop the main idea of the paragraph.
- ii. In this type, we can use the conjunctions that emphasize both comparison and contrast.

7. Explanation :

- i. Paragraphs that are developed using the explanation mode attempt to explain the central idea of the topic or key sentence of the paragraph.
- ii. If the central idea talks about the result of formation of ice crystals, the remaining sentences of the paragraph should explain how the crystals are formed or the process that leads to crystal formation.

- 8. Illustration :** An illustration paragraph demonstrates the main idea by providing examples.
- 9. Classification :**
- A classification paragraph is developed by breaking the main idea into specific categories.
 - It is generally used when we want to introduce a variety of ideas.
 - In such a case we start with giving an overview of what is coming.
- 10. Problem and solution :** In this type of paragraph, the various possible solutions to a problem at hand are discussed.
- 11. Argument :**
- An argument paragraph is used when we want to express an opinion and convince the readers using facts to substantiate our stand.
 - We can use a combination of any two or three of these techniques in a single paragraph.
 - We may begin a paragraph with illustrating details and then use the classification technique to further explain the main idea.

Que 1.24. Correct the following sentences :

- She is the wisest of the two.
- I prefer walking than swimming.
- I asked him that why he was late.
- If it will rain, I shall stay at home.
- He as well as you is tired of work.
- One should be very attentive to his duty.
- No sooner did I saw the tiger than I ran away.

AKTU 2017-18(I), Marks 07

Answer

- She is the wiser of the two.
- I prefer walking to swimming.
- I asked him why he was late.
- If it rains, I shall stay at home.
- He as well as you are tired of work.
- One should be very attentive to one's duty.
- No sooner did I see the tiger than I ran away.

PART-5

Technical Style : Definition, Types and Methods.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 1.25. Explain technical style. Specify the suitable ingredients of compatible technical style for professionals. Illustrate.

AKTU 2015-16(II), Marks 05

Answer

1. Style in technical communication is the way one speaks or writes to convey technical information.
2. Style in technical communication depends on the audience, the communicative context, and the purpose of communication.
3. Style is formal in a technical report or professional presentation and informal as a personal letter or casual conversation.

Ingredients of compatible technical style for professional are :

1. Accuracy :

- a. Accuracy demands exactness and precision.
- b. It includes accuracy of information as well as accuracy of expression.
- c. One must assure oneself of the accuracy of information before communicating.

2. Brevity :

- a. It is the quality of being brief but comprehensive in expression.
- b. Brevity can be achieved by avoiding repetition of words.

3. Clarity :

- a. Clarity in communication is the quality of being unambiguous and easily understood.
- b. Clarity is achieved when the communicator has communicated his or her meaning to the reader or listener.

Que 1.26. Explain various characteristics of technical writing.

Answer

Various characteristics of technical writing are :

1. It is clear and straight forward. It is very important to know that this type of writing requires that the writer stick to the subject matter and relay information in a clear and concise manner.

2. The language used in technical writing is direct and straight to the point. The writing will avoid words that people do not understand and will avoid an expressive writing style.
3. It is detailed and informative.
4. It is very structured. This type of writing has an obvious composition that makes it easy for the reader to follow along.
5. Solid structure is needed with technical writing as it allows the audience to easily access the information as needed.

PART-6

The Flow of Communication : Downward, Upward, Lateral or Horizontal, Barriers to Communication.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 1.27. How information flows at various levels in an organization ? Explain in detail. **AKTU 2014-15(II), Marks 10**

OR

Define communication. Describe the various levels of communication which take place in human communication. **AKTU 2017-18(I), Marks 07**

OR

Describe formal and informal channels of communication flow with examples. **AKTU 2017-18(II), Marks 07**

OR

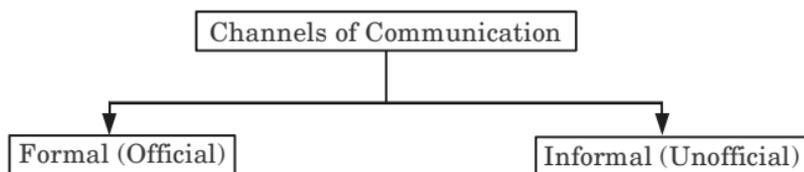
Describe the flow of communication in any organization. How does upward communication promote democratic function in any organization ? **AKTU 2015-16(II), Marks 05**

OR

“A free flow of information ensures the success of an organization”. Elaborate this statement in the light of the flow of communication in an organization. **AKTU 2016-17(I), Marks 05**

Answer**Communication :**

1. Communication is the process of transmitting ideas or thoughts from one person to another person(s) who receive the communication.
2. Communication can be defined as the sum of all things that one person does when we wants to create an understanding about something in the mind of another.
3. It is like a bridge that conveys meaning and involves a systematic and continuous process of telling, listening, and understanding.
4. The entire process of communication requires at least six steps, namely, thought, encoding of message, transmission of message, decoding of message, and feedback.

The flows or channels of communication :**1. Informal channels of communication :**

- i. Informal channel of communication is also called grapevine.
- ii. It may be helpful in :
 - a. Positive group building.
 - b. As a safety valve for pent up emotions.
 - c. Building up organizational solidarity and harmony.
- iii. Grapevine may be described as, an informal system of information flow, which is very complex, uncontrollable and unpredictable.
- iv. It feeds on rumor and gossip.

2. Formal channels of communication : Four formal channels of communication are :

- a. **Downward communication :** Refer Q. 1.9, Page 1-7Z, Unit-1.
- b. **Upward communication :** Refer Q. 1.9, Page 1-7Z, Unit-1.
- c. **Horizontal or lateral or peer group communication :** Refer Q. 1.9, Page 1-7Z, Unit-1.
- d. **Diagonal or cross-wise communication :** Refer Q. 1.9, Page 1-7Z, Unit-1.

Que 1.28. Enumerate different barriers to communication.

Describe intra-personal barriers briefly.

AKTU 2015-16(I), Marks 10

OR

What do you mean by barriers to communication ? Illustrate.

AKTU 2017-18(I), Marks 07

OR

Discuss any three kinds of barriers to communication and substantiate your answer with one example for each.

AKTU 2016-17(I), Marks 05

OR

Discuss in detail various barriers to communication.

AKTU 2014-15(I), Marks 10

Answer

Barriers to communication are :

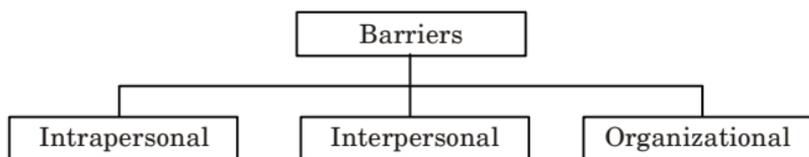


Fig. 1.28.1. Three major barriers to communication.

1. Intrapersonal :

- i. These forms of barriers arise owing to reasons arising within the individual.
- ii. Each of us interprets the same data in different ways depending on the way we think.
- iii. A few causes of interpersonal barriers are : wrong assumptions, wrong inferences, varied perceptions, biased categories, differing backgrounds, 'I know it-all attitude'.
- iv. In order to overcome these barriers, one needs to be unbiased, be patient towards others, not assume anything, stick to the subject, listen, and above all summarize the thoughts well.

2. Interpersonal :

- i. These barriers arise due to an inappropriate exchange of words between two or more people.
- ii. The most common reasons for interpersonal barriers are limited vocabulary, mismatching of verbal and non-verbal messages, emotional outbursts, communicating selectively, cultural differences between the sender and receiver, poor listening skills, and noise in the communication channel.

3. Organizational :

- i. There are barriers that are not only limited to an individual or two people but exist in the entire organization.
- ii. Rigid and hierarchical structure usually restricts the flow of communication.
- iii. This is because there are numerous transfer points for communication to flow in the hierarchical systems.
- iv. Each of these points has the potential to disturb the communication flow.
- v. The reasons of organizational barriers are : too many transfer stations; fear of superiors; negative attitude; use of inappropriate media; information overload.

Que 1.29. Discuss the reasons for intrapersonal and interpersonal barriers to communication.

OR

Enumerate the most common reasons for interpersonal and organizational barriers to communication. Discuss in great detail.

AKTU 2014-15(II), Marks 10

OR

Explain the causes of interpersonal barriers that render breakdown in the process of communication.

AKTU 2015-16(II), Marks 05

OR

What are the causes of interpersonal barriers ?

AKTU 2016-17(II), Marks 07

Answer

Common reasons for intrapersonal barriers are :

1. Wrong assumptions (suppositions) :

- i. Many barriers stem from wrong assumptions.
- ii. Wrong assumptions generally occur when the sender and receiver do not have adequate knowledge about each other's background.
- iii. In order to strengthen our skills as a communicator we must try to put our self in the shoes of the listener. This will helps us to prevent wrong assumptions about the receiver.

2. Varied perceptions (understanding differently) :

- i. Different people have different views.
- ii. Individuals in an organization also perceive situations in different ways.
- iii. The best way to overcome this barrier is to take a wider view of the issues.

3. Differing backgrounds :

- i. No two persons have a similar background. People vary in terms of their education, culture, language, environment, age, financial status, etc.
- ii. Our background plays a significant role in how we interpret a message.
- iii. To overcome this barrier one should know the background of his audience and use the information accordingly to deliver his message effectively.

Common reasons for interpersonal barriers are :**1. Limited vocabulary :**

- i. Inadequate vocabulary can be a major hindrance in communication.
- ii. In our communication, the meanings of our words should be absolutely clear to the receiver.
- iii. During our speech if we have less number of words, our communication will be ineffective, and we will leave a poor impression on the audience.

2. Incongruity (mismatch) of verbal and non-verbal messages :

- i. Inappropriateness between verbal and non-verbal messages also causes barrier in communication.
- ii. The difference between the verbal and non-verbal aspects of communication makes the listeners confused and puzzled.
- iii. A communicator should adapt himself to the communication environment, think from the angle of the listener, and then communicate.

3. Communication selectivity :

- i. If we are the receiver in a communication process, and if we are paying attention only to a part of the message, then we are imposing a barrier known as communication selectivity.
- ii. We do this because we are interested only in that part of the message which may be useful to us.
- iii. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

Common reasons for organizational barriers are :

These barriers exist in an entire organization which often disrupt the smooth flow of communication. Some causes of organizational barriers are :

- i. Distractions
- ii. Message overloading
- iii. Sense of insecurity *i.e.*, fear of transfer
- iv. Restrictive environments

Que 1.30. Describe different levels of communication.

AKTU 2017-18(II), Marks 07

OR

Explain the three levels of communication.

AKTU 2015-16(I), Marks 10

Answer

Various levels of communication are :

1. Extra-personal communication :

- i. Extra-personal communication is a communication between human beings and non-human beings.
- ii. For example, communication between pets (dogs, monkeys, parrots) and their masters.

2. Intrapersonal communication :

- i. Intrapersonal communication takes place within the body of the individual.
- ii. This kind of communication pertains to thinking, which is the basis of information processing.
- iii. Self motivation, self determination takes place at the intrapersonal level.

3. Interpersonal communication :

- i. Interpersonal communication refers to the sharing of information among people.
- ii. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- iii. Interaction among friends and interaction with sales executives are examples of interpersonal communication.

4. Organizational communication :

- i. Organizational communication takes place within and outside an organization at different hierarchical levels.
- ii. It is extremely necessary for the sustenance of any organization.

5. Mass communication :

- i. It refers to the communication involving large number of people as audience.
- ii. As the messages are meant for large audience the approach is impersonal, also it is persuasive in nature than any other form of communication.
- iii. For this type of communication we require a mediator such as journals, books, television and newspaper which mediate such communications.



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UNIT

Forms of Technical Communication

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PART-1*Technical Report : Definition and Importance.***Questions-Answers****Long Answer Type and Medium Answer Type Questions**

Que 2.1. What is technical report ? What is its use for engineer ?

AKTU 2015-16(I), Marks 10

OR

Define technical report. Discuss various parts of report in its structure.

AKTU 2014-15(II), Marks 10

OR

Describe the structure of a technical report. Show the difference between abstract and summary.

Answer

1. A technical report is an official document that presents fact, their analysis and decisions and recommendations derived on the basis of facts/data collected by an individual.
2. A report is thus the watchword of modern industrial word.
3. All professionals like engineers, scientists prepare their report that helps the executives in decision making.

The uses of report for engineers are as follows :

1. Report reflects the competence of an engineer at work.
2. It helps in solving problems and making decisions.
3. It serves as a major measure of progress and success of an organization.
4. It serves as a good feedback.

A report may include the following parts :

1. **Transmittal correspondence :** It is a letter that directs the report to someone. It contains :
 - a. Title of report.
 - b. A statement of when it was requested.
 - c. A very general statement of report's purpose and scope.
 - d. An explanation of problems encountered.
 - e. Acknowledgement of those who helped.

2. **Title page :** It should be well-balanced. It consists of :
 - a. Name of the contents of the report in title.
 - b. Set the left hand margin for the title and all elements at about two inches.
 - c. Use either all caps or initial caps or in bold wherever required.
 - d. Include the writer's name, title, date, the addressee and a report number (if appropriate).
3. **Table of contents**
4. **Summary or abstract :** It's a miniature version of a report. It includes :
 - a. Report's purpose and problem it addresses.
 - b. Major facts on which conclusions are based.
 - c. Recommendations
5. **Introduction :** It includes the background, states the purpose and scope.
6. **Discussion**
7. **Conclusion**

Difference between abstract and summary :

S. No.	Abstract	Summary
1.	It states what the report is all about and what the significance of report is.	It sums up all the aspects of report using ordinary language.
2.	It can be informative as well as descriptive.	It can be descriptive.
3.	It is shorter in length.	It is longer in length.

Que 2.2. Describe various types of reports.

AKTU 2014-15(I), Marks 10

OR

What is report ? How many types of reports are there ? Describe all in details.

AKTU 2017-18(I), Marks 07

OR

How many types of reports are there ? Describe all in detail.

AKTU 2016-17(I), Marks 07

Answer

Report : Refer Q. 2.1, Page 2-2Z, Unit-2.

Reports vary in style, subject matter and presentation.

Reports can be classified on various parameters such as :

- 1. Presentation :** Oral and written reports
- 2. Length :** Short and long reports
- 3. Nature :** Informal and formal reports
- 4. Purpose :** Informational and analytical reports
- 5. Time duration :** Routine/periodic and special reports

Various types of reports are :

1. Oral reports :

- a. An oral report is a face-to-face communication about something seen, observed, experienced or investigated.
- b. It generally consists of impressions, observations and experiences.

2. Written reports :

- a. A written report is accurate and precise.
- b. A written report provides a permanent record.
- c. There are no chances of distortion of facts while transferring information from one source to another.

3. Short reports :

- a. Short reports can be presented in the form of a letter or a memo.
- b. They are concerned primarily with day-to-day business problems as well as their solutions.

4. Long reports :

- a. Long reports describe a problem in detail.
- b. They include the process of preparing the outline of the topic, collecting data, making a rough draft, logical and organized presentation of facts, thorough revising, editing and preparing the fair draft, etc.
- c. These reports require a deep study of an issue.

5. Formal reports :

- a. A formal report is the result of thorough investigation of a problem or situation.
- b. Formal reports are generally detailed and elaborated.
- c. These reports follow a fixed format.
- d. The length of the report may vary according to the requirement.
- e. Formal reports include informational, analytical, routine, special, technical, project, research reports, etc.

6. Informal reports :

- a. Certain business reports can be short and informal.

- b. In current business dealings, informal reports are more frequent than the formal ones.
- c. Basically, informal reports perform the same function as the formal reports-transmitting information, facts of data to someone for taking decision. For example,
 - i. Memo reports
 - ii. Letter reports

7. Informational reports :

- a. An informational report presents facts, situations or problems required to take vital decisions.
- b. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

8. Analytical reports :

- a. Analytical reports present data along with an analysis of it.
- b. Project reports, feasibility reports and market research reports fall in this category. For example,
 - i. Project reports
 - ii. Feasibility reports
 - iii. Market research reports

9. Routine/Periodic reports :

- a. Routine reports also known as form reports are usually written on a prescribed performa.
- b. The main purpose of these reports is to record the progress of a task, evaluate the performance of its employees and to record the success or failure of a policy.
- c. All the organizations, institutions, companies and research establishments depend on routine reports for various decisions. Some of them are :
 - i. Laboratory reports
 - ii. Progress reports
 - iii. Inspection reports
 - iv. Production reports
 - v. Monthly sales reports
 - v. Annual confidential reports

10. Special reports :

- a. Special reports are written to convey special information related to a single condition, situation, occasion or problem.
- b. These reports do not contain repeated information as they are written about the specific situations. For example,
 - i. Inquiry reports
 - ii. Research reports

Que 2.3. Write a note on characteristics of a good report.

Answer

The characteristics of a report are as follows :

1. Precision :

- a. A report has to include lot of information in limited space.
- b. It is read in turn by people who have limited time at their hands.
- c. The information given in a report influences the crucial decision-making in a firm.
- d. For these reasons, a report should clearly indicate its purpose.
- e. A report should precisely state the writer's investigation, analysis, and recommendations.

2. Factual :

- a. Any information included in a report should be based on facts and facts only.
- b. Support facts with research evidence or other sources (for example, newspaper report on same topic).
- c. Inaccurate facts will lead to error in decision-making.

3. Relevance :

- a. All information which is related and relevant to the main idea of the report should be included.
- b. A report should be precise and brief : yet all relevant information should be included.
- c. It should be relevant from reader's point of view.

4. Reader oriented :

- a. The writer may know a lot about the topic or theme on which the report is based.
- b. But when writing the report one must keep in mind what does the reader need to know (to arrive at a decision) rather than what the report writer may know about it.

5. Objectivity of recommendations :

- a. Any suggestions made in the report should be free of writer's own personal views.
- b. The report should be impartial and objective.
- c. The objective of writing the report is to enhance productivity or business growth and not the writer's self-interest.

6. Simple and clear :

- a. The language used while writing the report should be simple.
- b. Technical words should either be avoided or, if used, should be taken care that the readers are familiar with them.

- c. A glossary listing the full forms of abbreviated words and meanings of technical words can be added at the end of the report.
- d. To bring about clarity, ideas should be arranged systematically.
- e. The writer should make his purpose of writing the report clear, specify the sources, state the findings, and, finally, make recommendations.

7. Brevity :

- a. It means being brief.
- b. A writer needs to strike the right balance.
- c. The report should be as brief as possible yet complete.
- d. If the topic is vast, then it is more important to be detailed.
- e. However, brevity should not be done at the cost of clarity.
- f. So, the motto should be 'include everything significant and yet be brief'.

8. Grammatical accuracy :

- a. Grammatical errors are like faulty speech.
- b. They distract the reader's attention.
- c. It also indicates lack of seriousness on the part of the writer.
- d. It gives a very bad impression of the writer.
- e. It looks non-business to present a report having avoidable errors. Now a days these are especially easy to avoid due to provision of 'spell check' functions in MS-word.

9. Special format, illustrations, and documentation :

- a. Reports usually follow a particular layout.
- b. All parts of the structure of a report should be included which are useful for that topic/purpose.
- c. Supporting the written words with illustrations like charts, tables, diagrams, figures, photographs, is helpful and adds to the visual appeal.
- d. However, these are not compulsory.
- e. The report should carry references and other sources from where the information is gathered.
- f. This kind of documentation brings scientific and authentic feel to the report.

10. Homogeneity : The report should be written on one topic.

Que 2.4.

You have recently joined a company as a technical expert.

Write a report to the Managing Director regarding the need for improvement of the communication system in the company.

Answer

To : The Managing Director
 From : M. L. Malhotra (Technical Expert)
 Date : 21/07/2018

Subject : Improvement of the communication system in the company.

Observation : Personally checked all the departments of the company and found most of them are affected from disturbances in communication system.

Reasons : The networking wires are quite old. Some of them were found disconnected. Beside the machines are worn out and in such condition that cannot be repaired.

Recommendations :

1. The old machines are needed to be replaced with new ones which should be equipped with latest technology.
2. The wires should be changed.
3. An expert system administrator should be appointed to make the system more effective.

Que 2.5. You are the admission in-charge of Arihant Group of Institutions. Write a report to be submitted to the chairman of the group regarding downfall in admission.

AKTU 2017-18(II), Marks 07

Answer

Graph show the number of admission (in Thousand) in Arihant Group of Institution since last 5 years :

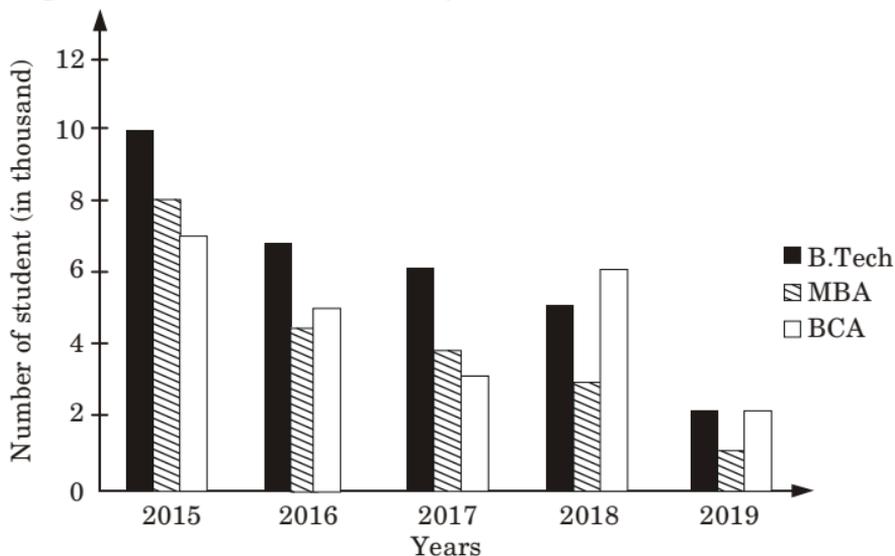


Fig. 2.5.1.

Reason for this decline of admission in Arihant Group of Institution :**1. Lack of quality in the education :**

- a. According to the director, we are not providing good quality of education to our students.
- b. The lack of quality is the most important reason behind this decline and also mentioned that government should instead focus more on improving the secondary education at school level.

2. Decline in campus recruitment :

- a. According to a recent study, over 80% of the engineering graduates in India are unemployable.
- b. This is very much evident due to a significant skill gap in the country.
- c. The report highlighted the need for an upgraded education and training system in India.
- d. It has been observed that companies often complain that they do not get the necessary skills and talent required for a job.

3. Closure of several technical institutions in the country : Due to lack of filling of seats, many technical institutions have already been closed which gives an indication of the current scenario of engineering courses to the aspirants while planning to choose their degree course.**4. Absent of best faculty in our institute :** One of the reason behind decline is the severe shortage of qualified and trained faculties in our colleges.**5. Willingness to experiment :**

- a. We do not provide practical knowledge to our student due to lack of experimental activities.
- b. Instead of following the traditional courses blindly, most of the students are now trying out other courses which are not provided by our institution.

Suggestion for the improvement in admission :**1. Alumni connect :**

- a. Most of the educational institutes fail to connect alumni with prospective students.
- b. Institute can have a head alumni group which can communicate with prospective students and also have discussion forum in linkedin / Facebook.
- c. Such group can be joined by prospective students to resolve their queries.

2. Articles / success story sharing :

- a. Existing students and alumni like to share their success stories with the world.
- b. In case of Animation or Training institute, existing students can share their internship or live project experience with the world.

3. Simplified admission process :

- Admission process is important touch point for the prospective students. Simplified process helps them to build good perception of the institute.
- Online Admission process should be executed in such a way that it continuously sends alerts about admissions, merit list, wait list, cutoff criteria, entrance exam dates via email and SMS.
- Improved digital communication can help to attract more students.

4. Provide more actual data about the placement : Our institution can provide actual data of the placed student from our college and also provide the year wise list of candidates who get placed in different company.**Que 2.6.****Write a report on worker's discontent at company's auxilliary unit. Invent necessary details by yourself.****AKTU 2016-17(II), Marks 07****Answer****DECCAN ENGINEERING CO. LTD.****2-2-344, Balangar, Hyderabad 500 011.****Ph. 040-27938966/67/79****May 28, 2017**

The Directors,
Deccan Engineering Co. Ltd.
Balanagar,
HYDERABAD 500 011.

Report on worker's discontent at the company's auxillary unit
In accordance with the instruction given to me on May 9, 2017, I visited the auxilliary unit of the company in order to find out the cause and extent of discontent among the workers.

I interviewed supervisors, plant-operators and 25 workers selected at random in this context.

I found out the following facts that are responsible for this trouble :

- There seems to be widespread discontent amongst workers.
- Several other personnel pointed out that the number of incidents of breach of discipline and general non-cooperative attitude had gone up considerably. They expressed the view that the situation was deteriorating and that a serious outbreak of misbehaviour might result.
- The workers, on their part also had some complaints. According to them the supervisors were inadequate, the workers were given long hours on the production line and skilled personnel

were not eager to explain the working of the machinery to apprentices.

4. There were other avoidable lapses that the workers resented.
5. The skilled personnel, to save their own time, leave the machines dirty so that the unskilled workers have to clean them.
6. Safety precautions in the machine room are continually being ignored.
7. There is a widespread belief that the rates paid to workers are the lowest in the area.

I am of the opinion that immediate action must be taken to prevent further disturbances. It is also felt that there is evidence that all the complaints are well-founded. In particular, ignoring safety precautions is an offence against the Factories Act and must be stopped.

Regarding pay and allowances, it is necessary to bring to the notice of the workers that our rates compare favourably with those paid to apprentices in other similar units. It is therefore my considered opinion that the following suggestions will go a long way in reducing the discontent :

A special officer may be appointed and he should be asked to draw up a systematic program for the unit.

All supervisors must be strictly advised to keep machinery clean and observe all safety precautions. The Personnel Officer must point out to the workers that the rates of payment enjoyed in this factory are very favourable.

Yours faithfully,

Sd/
Trivikrama Rao
Company Secretary

Que 2.7. What aspects of a report are dealt with in 'front matter' and 'back matter' ?

AKTU 2016-17(II), Marks 07

Answer

Various aspects that are dealt with in front matter of reports are :

a. Covers :

A cover page is a very simple, precise, brief way to introduce our report to the reader. This should contain :

1. A large specific title
2. Company name
3. Name of the author(s)
4. Date of the report

5. Relevant picture

b. Title page :

1. A title page will be very similar to our front cover and it repeats the information on the cover, but adds more important details. This may include a report number, date, title, the names and addresses of authors, specific contract information, the name and address of the supervisor, and the name and address of the organization that support the report.
2. The title page is an opportunity to provide specific, detailed information about the document and its authors to its intended audience.

c. Executive summary or abstract :

1. Abstracts are an important element in the business world.
2. This will help a manager learn the main points of our document, and help the reader determine if the entire report is relevant to what they are looking for.
3. Charts and graphs that show factual data are helpful visuals that can be implemented into this section of the document.

d. Table of contents :

1. In any report or analysis, a table of contents is helpful to navigating the report.
2. Some lengthy reports may also include a table of graphs and/or a table of figures.
3. In addition to the summary, this will allow the reader to quickly scan the topics we have covered.

Various aspects that are dealt with in back matter of reports are :

a. Appendix :

1. A page marked 'Appendix' may be inserted to accentuate the division from the discussion.
2. An appendix contains the material, which is related to the main work, but it is not strictly speaking an integral part of the main work.
3. Appendix, in other words, refers to that material, which, if included in the body of the main work, would make the main work less compact and thereby reduce its quality.

b. List of references :

1. In writing reports we will frequently use information from other sources. It is essential to give credit to the sources, which we have used in report. This is done by citing such works in the text and listing them in alphabetical order at the end of the report.

c. Bibliography :

1. A bibliography should list at least the references cited in the body of the report.
2. It may also list other pertinent references of potential benefit to the reader.
3. So, bibliography is a serially numbered list of published or unpublished works on a particular subject, which are consulted before or during the preparation of a report.

d. Glossary :

1. A glossary is an alphabetical listing of specialised terms, along with their definitions.
2. A glossary is essentially useful in a report to be read by both technical and non-technical readers.

e. Index :

1. Index is the last element in the report.
2. It is an alphabetical listing of key words or topics, sub-topics or important concepts and ideas covered in the report and give every page number on which topics or sub-topic or the concept or idea is discussed to an extent.

PART-2

Thesis / Project Writing : Structure and Importance.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 2.8. Explain the term thesis/project writing with its importance.

Answer

1. A thesis is a long research report.
2. The report concerns a problem or series of problem in a particular area of research. It describes what was known about it previously, the progress made by the current work in solving it, an interpretation of the results, and where or how further progress in the field can be made.
3. A thesis should be written in such a way that the topic is clear to a reader who has not spent years thinking about it.

4. The thesis will also be used as a scientific report and consulted by future workers in the laboratory who will want to know, in detail, the work performed. These are occasionally consulted by people from other institutions, and the library sends electronic versions if requested. More commonly, these are now stored in an entirely digital form, as .pdf files on a server at the university.

Importance of thesis writing :

1. First, the writer develops a thesis to create a focus on main idea. It is important for the writer to be able to write the main idea in a few sentences to create a clear idea for the paper. Not only does the thesis guide the reader, but also the writer. The thesis provides direction to help the writer keep their paper organized.
2. Second, having a well-crafted thesis statement helps the reader to understand the main idea. The thesis statement sets the reader up for the rest of the essay. Usually at the end of the introduction paragraph, the thesis leads into the body paragraph, which provides evidence and ideas to back up the thesis.
3. The thesis statement is important because it tells the audience what they will be reading about.

Que 2.9. Describe the structure of thesis writing.

Answer

Structure of thesis writing includes :

1. **Title page :** It should reflect the objective of study. For example, Title/ Author/A thesis submitted for the degree of Doctor of philosophy in the faculty of science/the University of Rajasthan/date.
2. **Declaration/certificate :** A declaration is a written statement made under penalty of making perjury (making a misrepresentation under oath).
3. **Acknowledgements :** Most thesis authors include a page of thanks to those who have helped them in the scientific work, and also indirectly by providing educational resources, funds, advice, emotional support, etc.
4. **Table of contents :** If the introduction starts on page 1, the earlier pages, such as certificate and acknowledgements, should take roman numerals for page numbers. It helps to have the subheadings of each chapter, as well as the chapter titles.
5. **Abstract :**
 - a. On the entire thesis, this part will be the most widely published and read because it will be published in compilations of thesis abstracts.

- b. It is best written towards the end, but not at the very last minute because several drafts might be required before the final copy is ready.
- c. It should be a summary of the thesis—a concise description of the issue(s) addressed, the method used to resolve it / them, the result, and conclusions.
- d. An abstract must be self contained. Usually, it does not contain references.

6. Introduction :

- a. The introduction should describe the topic and its significance. State the problem(s) as plainly as possible.
- b. The thesis will be read by researchers in the general area, but not all of them need be specialists in the particular topic. It may help to imagine such a person—we could probably think of a researcher whom we might have met at a conference for our subject, but who was working in a different area.
- c. The introduction should be interesting. If the reader loses interest here, then it is unlikely to revive his/her interest in the further sections.

7. Literature review :

- a. A literature review proves that the thesis discusses something of importance and interest.
- b. The review is a concise but comprehensive summary of different articles to establish the significance of the topic.
- c. To be able to balance one's view and opinions on the topic, it is very important to keep up with the literature right from the beginning of the study, and note down any important papers over the years.
- d. A summary of these papers serves as a good starting point for the review.

8. Middle chapter : The middle chapters are the journal articles of which the students are the major authors.

9. Conclusions and suggestions for further work :

- a. The abstract should include a brief account of the conclusions.
- b. However, the actual conclusion section is much longer than this account in the abstract, and allows one to be more explicit and more careful with the prescribed criteria or conditions.
- c. It might be helpful to note down the conclusions in point form.

10. References :

- a. It is tempting to omit the titles of the articles cited and the university allows this, but think of all the times when one would

have seen a reference in a paper and gone to look it up only to find that it was not helpful after all.

- b. Include all the important sources consulted, used, or quoted in the thesis.

11. Appendices :

- a. If there is material that should be included in the thesis but which would break the flow or make it laborious for the reader, include it as an appendix.

PART-3

Synopsis Writing : Methods.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.10. Describe synopsis with its structure.

Answer

1. Synopsis is taken from a Greek word, sun-together, opsis-seeing which means brief summary of something. A synopsis of a research project is a document submitted to an authority or an institution for the purpose of :
 - i. Ethical clearance
 - ii. Formal registration to universities for the award of a degree or doctorate
 - iii. Peer review
2. Synopsis is the gist of the planned project submitted for approval from competent authorities. It gives a panoramic view of the research for quick analysis by the reviewers.
3. A synopsis forms an integral part of a research project or a thesis. A good knowledge about how a synopsis is written is imperative to all people involved in medical research.
4. A synopsis should be constructed in a manner that facilitates the reviewer to understand the research project at a glance. It should be brief but precise.

Structure of synopsis :

1. Title :

- i. The title of the research project should be brief but informative.

- ii. It should neither be too short nor too long. Any name of the institution, the number of cases to be studied should not be included.

2. Statement of the problem and hypothesis :

- i. The problem being studied should be mentioned in precise and clear terms. Understanding the problem aids the researcher in constructing the research proposal.
- ii. It also allows the person to formulate the hypothesis. The problem under study should be relevant to the present.
- iii. Hypothesis can be formulated by understanding the problem, reviewing the literature on it, and considering other factors.
- iv. A researcher can state the problem and the hypothesis in about 200 words covering all the aspects described.

3. Aims and objectives :

- i. All research projects should have objectives and aims and every effort should be made to achieve them.
- ii. The objectives and aims should be only a few (2 to 3).
- iii. They must pertain to the study problem. Usages of terms like “first study”, “the only study”, etc., should be avoided.

4. Review of literature : Review of literature is a very important part of a research project. It achieves the following :

- i. Familiarizes the reader to the problem under study.
- ii. It describes the work done by others either at local or international level on it or similar subject.
- iii. It helps the researcher to understand the difficulties faced by others and the corrective steps taken or modifications made by them.
- iv. Research methodology of the researcher can be structured and modified after reviewing the literature.
- v. Review of literature in a synopsis helps the reviewer in assessing the knowledge of the researcher.

5. Research methodology : In a synopsis, the research methodology adopted should be mentioned in about 150-200 words. The research methodology forms the core of the research project. The methodology should cover the following aspects :

- i. Study design
- ii. Study settings
- iii. Sampling
- iv. Variables
- v. Controls

- vi. Study methods - examinations or investigations
- vii. Data collection
- viii. Data analysis
- ix. Ethical clearance

6. References :

- i. All references quoted in review of literature and anywhere else in the synopsis should be listed here.
- ii. There are two styles for writing references, Vancouver style and Harvard style. Vancouver style is easy to follow as it depends on the numbers as quoted in text.

7. Official requirements : A synopsis is incomplete if it does not contain the following information :

- i. Name of the researcher and designation
- ii. Name and designation of the guide
- iii. Name and designation of head of department/institution
- iv. Name of the institution
- v. Signatures of all with official seal

PART-4

Technical Research Paper Writing : Methods and Styles.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.11. Explain technical research paper writing. Write its characteristics.

Answer

1. A technical research paper writing is a formal report that is written mainly to disseminate new knowledge acquired through research.
2. The audience of a research paper might choose not to read a research paper.

Characteristics of technical research paper writing are :

1. A research paper is the most important form of expository discourse. It may be written on any topic or subject—scientific, technical, social, cultural, etc., but the treatment is scholarly in nature.

2. It is highly stylized and contains a high concentration of certain writing techniques such as definition, classification, interpretation, abstraction, and description.
3. It is objective in nature and the presentation of information is accurate, concise, direct, and unambiguous.
4. Generally, it contains almost all the formal elements that technical report includes.
5. Most research papers are characterized by the use of visual aids, and scientific, technical, or specialized vocabulary.

Que 2.12. What do you mean by research paper ? Describe the components of research paper.

Answer

- a. A research paper is a piece of written communication organized to meet the needs of a standard, valid publication.
- b. It is highly structured, with distinctive and clearly evident components.
- c. Research paper includes the following components :
 1. **Title** : The title of a research paper is defined as the fewest possible words that describe the content of the paper.
 2. **Authors, affiliations, and addresses** : This section includes the full name of authors, their designations and the address in order to identify the author easily.
 3. **Abstract** : It enables readers to identify the basic content of a document quickly and accurately in order to determine its relevance to their interest.
 4. **Introduction** : The purpose of an introduction is to supply sufficient background information so as to allow the reader to understand and evaluate the results of the study.
 5. **Materials and methods** : The main purpose of this section is to describe (and if necessary defend) the experimental design, experimental technique, or theoretical derivation, and then provide enough details so that a competent worker can repeat the experiments.
 6. **Results** : This section forms the core of the paper—the data. There are three ways of presenting the data :
 - i. Text
 - ii. Tabular form, and
 - iii. Illustration form.A particular set of data should be given only in one of these forms. Avoid duplication as far as possible.
 7. **Discussion** : The main functions of this section are to interpret data and to highlight the significant features of the data and the

possible causes of these features. It should also mention the limitations, if any, of the data and point out any sources of error.

8. **Conclusions :** The major function of conclusions is to make recommendations based on the results of the study. If no recommendation emerges, this section can be avoided.
9. **Acknowledgements :** This section does not include scientific details, but is equally important as it conveys courtesy and gratitude for all the help received for the completion of the project.
10. **List of symbols :** It is good practice to give full version followed by the abbreviation within parenthesis at the first occurrence. Thereafter, only the abbreviated form may be used throughout.
11. **References or bibliography :** The main purpose in citing references to the work of earlier researchers is to enable the reader to consult the original source.

Que 2.13. What are the methods and styles of research paper writing ?

OR

How do we write a research paper ? Illustrate.

AKTU 2014-15(I), Marks 10

Answer

1. Descriptive design :

- a. It seeks to describe the current status of a variable or phenomenon.
- b. The researcher does not begin with a hypothesis, but typically develops one after the data is collected.
- c. Data collection is mostly observational in nature.

2. Correlational design :

- a. It explores the relationship between variables using statistical analyses.
- b. However, it does not look for cause and effect and therefore, is also mostly observational in terms of data collection.

3. Quasi-experimental design (causal-comparative) :

- a. It seeks to establish a cause-effect relationship between two or more variables.
- b. The researcher does not assign groups and does not manipulate the independent variable.
- c. Control groups are identified and exposed to the variable.
- d. Results are compared with results from groups not exposed to the variable.

4. Experimental designs (true experimentation) :

- It uses the scientific method to establish cause-effect relationship among a group of variables in a research study.
- Researchers make an effort to control for all variables except the one being manipulated (the independent variable).
- The effects of the independent variable on the dependent variable are collected and analyzed for a relationship.

PART-5*Seminar and Conference Paper Writing.***Questions-Answers****Long Answer Type and Medium Answer Type Questions****Que 2.14. What do you mean by seminar ?****Answer**

- A seminar is a formal meeting held for exchange of useful information by members of academia/business/industry.
- It brings together groups of people from a particular sector for recurring meetings focusing each time on a particular topic.
- During a seminar, people present their research/new process/new technology in order to get the views of other. Hence the participants of a seminar need to be very active and contribute significantly to the development of the research areas presented.
- Beside those organized for small groups, seminars are also organized for larger groups.
- In such cases, they are almost similar to conferences in terms of their preparation, planning, and procedure.

Que 2.15. Explain conference paper writing. Give its significance.**Answer****Conference paper writing :**

- A conference is a type of business meeting. The level of formality of a meeting varies according to its size and purpose. When two or more people gather in an office to discuss a project, the meeting style will be much less formal than when 30-40 people assemble to learn about a new government ruling.

2. The level of formality is an indication of the objective and climate of the meetings. When a serious matter is being discussed by a small group, the meeting will be very formal. In a large meeting, called to announce record profits and thank all the employees, the atmosphere would be fairly informal.
3. The purpose of a conference is to confer with people having similar interests and to pool their resources *i.e.*, experiences and opinions.
4. The number of participants is greater and the spectrum of subject matter wider in a conference than the seminar or a symposium.

Significance :

1. Conferences play a significant role in developing an analytical and questioning attitude among the participants. The participants in a conference make an attempt to define the subject of discussion and to ascertain its depth, scope, and related critical factors. They discuss all the factors and offer suggestions at the end of their deliberations.
2. Conferences have educational value in business and also in other fields where negotiation, collaboration, and collective thinking are essential.
3. A corporate manager who participates in or leads a conference can develop his/her ability not only to define, analyse, and discuss a problem, but also to arrive at various solutions and take apt and sound decisions.
4. It may also serve the purpose of modifying attitudes, opinions and feelings of participants.
5. A conference within a business organization can provide necessary information on the policies, procedures, customs, traditions, and objectives of the organizations to the conferees.
6. An employee who attends an in-house conference starts thinking in terms of the company as a whole. In a well-planned conference, information is collected, facts are assembled and alternative solutions are discussed, and then attempts are made to arrive at the best decision.
7. Conferences lead employees to think more effectively and more about the objectives and challenges of the organization as a whole.
8. Conference sessions can bring about a positive change in a conferee's attitude.

PART-6

Expert Technical Lecture : Theme Clarity, Analysis and Findings.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 2.16. Explain the role of theme clarity, analysis and finding in research papers.

Answer

1. Qualitative data analysis presents challenges in relation to the volume and complexity of data obtained using the research findings.
2. Theme clarity, analysis and finding play a significant role in research in order to provide clear and useful data to the audience.
3. A key task in conducting research integration studies is determining what features to account for in the research reports eligible for inclusion.
4. Qualitative analysis of content usually uses individual themes as the unit for analysis, rather than the physical linguistic units (for example, word, sentence, or paragraph) most often used in quantitative content analysis. An instance of a theme might be expressed in a single word, a phrase, a sentence, a paragraph, or an entire document.
5. For the sake of clarity and usefulness, what follows is a step-by-step guide to conducting historical research. It focuses on gathering sources, but also includes some advice on finding a subject and interpreting the evidence found.

PART-7

7C's of Effective Business Writing : Concreteness, Completeness, Clarity, Conciseness, Courtesy, Correctness, Consideration.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.17. Explain 7C's or principle of business writing.

OR

What are the principles used in business writing.

Answer

7C's or principles which should be followed during business writing are as follows :

1. Consideration (You attitude) :

- a. Visualize reader's circumstances, problems, emotions, and desires etc, and indicate that we understand them by using our words with care.

- b. If we are writing a sales letter, then it shows the recipient how the product would be beneficial for them.
- c. When we write with consideration, we generate goodwill.

2. Courtesy (Be courteous) :

- a. We should be courteous and polite during business writing.
- b. Avoid making negative statements and an accusatory tone accusing the recipient.
- c. For example, instead of writing, “we did not send the cheque”, use “The cheque was not enclosed”.
- d. Even if we are writing a complaint letter, our tone must be polite and courteous at all times.

3. Clarity (Be clear) :

- a. We should be clear and specific in the letter. The words used should be unambiguous and clear.
- b. Avoid giving abstract (summary) information.
- c. For example, instead of using, the website is now fully operational with the e-commerce functionality setup’, write ‘the company has launched its website’.

4. Concreteness (Be convincing) :

- a. A good business letter always provides concrete (actual, specific and convincing) information.
- b. For example, Instead of saying, “I expect the consignment / order to reach me at the earliest”, use “I expect the order to be delivered to me by the 21st of February 2019”.

5. Correctness :

- a. Correctness of both expression and the information should be followed while writing a business letter.
- b. The writer must ensure correctness in his tone, format and information that he provides in the letter.
- c. The facts mentioned must be true and correct.
- d. Grammatical structures and spellings should be correct.

6. Conciseness :

- a. Use only necessary details and short sentences.
- b. Be direct and avoid long redundant (lengthy and unnecessary) expressions.

7. Completeness :

- a. Provide complete information in the letter.
- b. Whatever information has been asked and whatever information we want to get should be clearly mentioned.

PART-8*C.V/Resume Writing.***Questions-Answers****Long Answer Type and Medium Answer Type Questions**

Que 2.18. What are salient features of resume ? Write a short resume for the post of technical executive in TCS at Delhi. Invent necessary details to write a compact and impressive professional

C.V.**AKTU 2017-18(I), Marks 07****Answer**

Salient features of resume writing are :

- i. It should be original.
- ii. It should reflect the candidate's personality, employment goals and career aspirations.
- iii. Resume should focus on required qualifications as per job.
- iv. The details of contacts should be mentioned.
- v. Work experience should be mentioned.
- vi. Achievements in career should be highlighted.
- vii. Awards and honors must be given.
- viii. References id (if any) should be mentioned.
- ix. Covering letter or application for the job should always be attached with the resume.

Covering Letter :

Akshay Vas

MNNIT

Allahabad

21 March 2018

The Manager

Human Resource Department

TCS, New Delhi

Dear Sir,

Please refer your advertisement in the Ascent, Times of India, New Delhi 11 February 2018 for the post of technical executive.

I Akshay Vas, B. Tech. in computer science, consider myself eligible for the said post and want to appear for the interview. My brief resume is attached along with. The details of my academic back ground and technical education are given in the resume.

Sincerely

Akshay Vas Enclosure: Resume

Resume :

Akshay Vas

122/1, Stanley Road, Allahabad

Mob : 99XXX XXXXX

E-mail: vyas_ak@xyz.com

Objective :

To be part of a dynamic multinational company like TCS where I do get opportunity to work where I can use my knowledge and skill for the betterment of the company.

Experience :

Worked as technical executive with Philips India for two years since July 2016.

Education :

B. tech in computer science

MNNIT, Allahabad

Technical Skills :

1. Knowledge of Oracle
2. Proficient in MS DOS, UNIX, MS Office
3. Technical writing skill

References :

Jaypal Singh

Director H.R.

Philips India

Que 2.19. You are Mahesh Chand. You want to apply for the post of a Marketing Manager in a reputed MNC. Apply for the same along with your resume.

AKTU 2014-15(I), Marks 10

OR

Prepare a resume of a candidate applying for the post of Manager, Publication Division, Penguin India Ltd.

Answer

Cover Letter

Date : 26-05-18

Mr. Ashok Verma,

VP Marketing

Quantum Page Pvt. Ltd.

59/2/7, Site-4, Industrial Area,

Sahibabad, Ghaziabad.

Ref. : Marketing Manager position advertised on Naukri.com

Dear Mr. Ashok Verma,

Please accept my application for the Marketing Manager role advertised in Naukri.com. After reading the job description, I am confident that I would be a perfectly fit for this position as my experience and abilities precisely match your requirements.

As a Quantum Publications Marketing Manager since 2011, I have expertise in making marketing strategies, client relationship management, customer satisfaction and retention, and people management. I possess astute business understanding and I am experienced in contributing to strategic planning, delivering improvements in processes, productivity, and costs. I supervise a sales team of seven members which maintain the profit objectives, and analyze future trends.

Given the opportunity, I'm confident in my ability to achieve similar groundbreaking marketing results for your company. Mr. Verma, I would welcome the chance to discuss your marketing objectives and ways I can help you attain them.

Thank you for your time. I look forward to discuss my application further at an interview.

Yours sincerely,
Mahesh Chand

Enclosure : Resume

Mahesh Chand

A-44A, Sector 25, NOIDA

Mobile : XXX###3056

E-mail : chandumahesh@xyz.com

Objective Statement :

Obtain a position that will enable to use strong sales/marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way.

Career Summary :

10 years experience in developing and executing marketing strategies with the unique ability to understand the ongoing market scenario and customers trends using exceptional marketing communication skills, including :

Strategic planning and strategic leadership.

Decisive : Capable of delivering quick solutions to the marketing challenges.

Extensive work with all sources of media channels.

Result oriented : Ability to achieve target within given time.

Professional Experience :

1. Marketing Manager, Quantum Publications, Ghaziabad, 2011-Present.

Designed annual marketing plans to achieve the organizational goals and monitored to implementation of marketing strategies.

a. Marketing activities :

- i. Client relationship management.
- ii. Managed the budget of the marketing department.
- iii. Initiated and coordinated advertising campaigns and promotional activities.
- iv. Customer satisfaction and retention.

b. Market research :

- i. Conducting frequent surveys among the customers regarding the requirements of products at present and estimating the requirements in the future.
- ii. Analyzed current market trends and competitor information.

2. Sales Manager, Laxmi Publication, New Delhi, 2005-2011

Developed marketing communication strategies for the launching process of new products and the branding of existing products.

a. Marketing activities :

- i. Prepared the pricing strategy of the product.
- ii. Interacted with media for promotion of the product—Made key messages to attract the customer towards the brand name.
- iii. Selected special products to be displayed at promotional events and exhibitions.
- iv. Negotiated with the suppliers and vendors regarding distribution contracts.

b. Educational qualifications :

- i. MBA degree in marketing.
- ii. Bachelor Degree in Engineering.
- iii. Relevant software knowledge to manage inventory list.

Que 2.20. Write a resume for the post of a software engineer in a reputed firm. Invent necessary details.

AKTU 2014-15(II), Marks 05

OR

Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.

AKTU 2016-17(I), Marks 10

AKTU 2017-18(II), Marks 05

Answer

Gopinath M.C.

Email : gopinath_me@xyz.co.in

Address : 248, Ashok Bhawan

BITS, Pilani

Rajasthan

India – 333031

Objective :

To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work.

To be involved in providing software solutions to enhance network security.

Professional Experience :

Project Trainee (July 2001–December 2001)

Satyam Computer Service Ltd, Hyderabad

Project : Metadata Management System

Description : Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all the details about data marts.

Databases, technologies & languages used : Oracle, Swing, JDBC, Java security, XML, PL/SQL, Java.

Responsibilities :

1. Designed a database in Oracle to hold metadata.
2. Designed an appropriate graphical user interface for the system.
3. Led in the design and development of security system for this application.

Project Details :

Implementation of secure file transfer system (January 2001–May 2001) : It involves the design and implementation of kerberos for file transfer protocol in C language.

Kerberos improves the security of FTP by preventing replay attacks and IP spoofing. It uses DES for encrypting the packet which reduces the processing time when compared with RSA. So, the performance of FTP is not degraded.

Learning Aids Development (January 2001–May 2001) : It involves the design and development of applets for BITS Virtual University. It includes the analysis of security vulnerabilities of applets.

Courses Done :

1. Network security
2. Computer networks
3. Network programming
4. Telecommunication switching systems and networks

Educational Background :

Degree of Examination	Name of the Institution or School	Year	Division
*M.E., Software Systems (First Year)	Birla Institute of Technology and Science, Pilani, Rajasthan	2002-present	
B.E. (Hons), Computer Science	Birla Institute of Technology and Science, Pilani, Rajasthan	1998-2002	First Division with 72 %
Higher Secondary Examination	Bharathi Vidya Bhavan, Erode, Tamil Nadu	1997-1998	Distinction with 97 %

Software Skills :

1. Programming languages : C, C++, Java, PERL and Assembly/Machine language.
2. Technologies : HTML, Java Security, JDBC, Swing, XML, SQL, PL/SQL and GNU Make.
3. Operating Systems : Linux (extensive experience), UNIX, Windows 95/98/NT, DOS.
4. Security experience : Have helped to uncover multiple serious security holes in the LAN network and to build firewalls.

Personal Details :

Date of Birth : 28th April 1981
 Martial status : Single
 Languages known : English and Tamil
 Permanent address : 1329 – A, KK Nagar First Street,
 Kalingarayanpalayam, Bhavani,
 Erode District, Tamil Nadu, India – 638316.

References :

1. Mr. Munikumar
 System Analyst,
 Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India
2. Mr. Sunil Pal
 Senior Software Engineer,
 Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

- 3 Mr. Madhu Manohar
Senior Software Engineer,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

PART-9

Technical Proposal : Types, Structure and Craft.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 2.21. What is a proposal ? Describe various objectives of writing proposals.

AKTU 2014-15(I), Marks 10

Answer

1. Proposal is derived from the word “propose” which means “to put forward”, “to suggest”.
2. Proposal is an act of proposing, or anything proposed.
3. It is a form of business letter or a formal report written to draw the attention of the public to any issue.
4. Proposal is nothing but a way to sell one’s ideas.
5. The main objective of writing a proposal is persuasion.
6. It is the first step towards a new business.
7. The aim of a proposal is to bring new benefits to the organization and it may be used within as well as outside the organization.

Que 2.22. What are various types of proposals ? Describe them.

AKTU 2014-15(I), Marks 10

Answer

Various types of proposals are :

1. **Short and long proposals :**
 - i. It is the length of the proposal which determines its size.
 - ii. A single author proposal is usually short and different from one, that is, long and has more than five or six authors.

S. No.	Short proposal	Long proposal
1.	Usually, there is one person writing it.	May have up to 30 persons writing it.
2.	There may be no other person with whom to communicate.	Multiple writers have to be updated and kept in the communication loop.
3.	The same person has to decide what and how to write.	Deciding and writing are collaborative exercises of the group.
4.	After writing, the author has to illustrate, format and prepare it herself /himself.	After writing is complete, it is handed over to the illustrators, desktop publishing copy and production staff of the company.
5.	The person has to develop the proposal on her /his own.	As there are more resources available, the process develops the proposal.

2. Solicited and unsolicited proposals :

- i. When a customer/client requires something, that is, not easy to procure from a store/vendor then he/she sends a 'Request For Proposal' (RFP), which contains a description of the product(s) / service(s) desired.
- ii. A solicited proposal is one which is sent in response to an RFP.
- iii. An unsolicited proposal is one sent to customers even though they have not asked for it.
- iv. When you write a solicited proposal it should contain and conform to the proposal requirements of the customer.
- v. We should meticulously follow formatting instructions (if specified), provide information about product/services to be delivered by us and deadlines to be met along with other specifications.
- vi. As far as possible, use language which is similar to the one used by the solicitor and an outline which conforms to the specified guidelines.
- vii. Similarly, when we write an unsolicited proposal, we should write in a manner which convinces the reader or the review committee that we are competent and qualified to solve their problem or execute their project.

Que 2.23. Discuss different parts (division) of a technical proposal.

Discuss solicited proposal and unsolicited proposal.

OR

Write a note on the structure of proposal.

Answer

A formal proposal contains :

Title page : It contains the title of the proposal, the name of the person or organization to whom the proposal is being submitted, the name of the proposal writer and the date.

Table of contents : It provides the readers an overall view of the proposal.

List of figures : It includes a list of tables, graphs, figures, charts used in the proposal.

Abstract/Summary : It highlights the major points of the proposal.

Methodology : It summarizes the proposed methods of data collection and the procedure for investigating the problem.

Introduction : It gives the background, states the purpose, and discusses the scope.

Statement of problem : It contains an objective description of the problem.

Proposed plan and activities

Recommendations : It discusses the ways to solve the problem.

Conclusion : It presents the final summary of the proposal.

Solicited and unsolicited proposal : Refer Q. 2.22, Page 2–31Z, Unit-2.

Que 2.24. What are different divisions of technical proposal? Draft a technical proposal for establishing computer center in your organization. Invent necessary details.

Answer

Divisions of technical proposal : Refer Q. 2.23, Page 2–32Z, Unit-2.

Technical proposal :

Title page
A proposal
for
establishing computer center in our organization
By
Himanshu Gupta
System Engineer
Excellent System (ES)
Gurgaon

Date – 23 August 2018
To – Manager, Excellent System (ES)
From – Himanshu Gupta, System Engineer, ES
Subject – Proposal for establishing computer center in our organization.

Summary

- Establishment of computer center in our organization will improve the efficiency of our employees and will increase the productivity.

Introduction :

Purpose : In today's competitive scenario, it is very important to have computer center in our organization because it will help the employees to work efficiently and quickly. This will save the time and create interest in work.

Problem : Space limitation, costly.

Scope : Proper time management.

Significance : The proposal will be viable for every employee and it will be profitable from organization point of view.

Que 2.25.

You are working in a manufacturing company. Write a proposal to replace an outdated machine that is no more useful for production. Be imaginative and invent details. Your proposal should include all the sections of proposal as :

- **Introduction**
- **Technical section**
- **Management section**
- **Cost section**
- **Conclusion**

AKTU 2016-17(I), Marks 07

Answer

**A REQUEST PROPOSAL ON
REPLACEMENT OF AN OUTDATED MACHINE**

Submitted by

Dr. Rajiv Gupta
Associate Professor, Mechanical Engineering

Submitted to

Secretary

Ministry of Manufacturing & Rural
Development Gov. of Rajasthan

Siemens Manufacturing Organisation
Jaipur, Rajasthan

Introduction :

Since after the industrial revolution, several numbers of large industries has been set up with more number of advanced machineries for the different set of operations. Hence the rise of requirement of advanced machines took the greater importance. A large number of industries set up with larger quantities of production. Now for saving man power and time and handling cost, machines were employed.

Technical section :

i. There is an outdated machine with following data :

S.No.	Machine	Working	Power consumed	Rating
1.	Lathe	18 Hrs/day	2565 kW	2000 kW
			* When machine isn't reliable any more	* At the new condition

ii. This is the performance data of this outdated machine. This indicates the working of non-reliable machine as compared to the new one.

Management section :

i. To manage the several manufacturing processes, the following data came into play :

S.No.	Machines	Scheduling	Inventory	Control Analysis
1.	Lathe	9 : 000 AM– 6 : 00 PM 6 : 00 PM – 3 : 00 AM	Storage, packaging, lodging, etc.	Data, info, graph, technical chart

Cost section :

i. It is fixed that the operating cost of machines is 10 Rs/unit (kW).
 ii. The loss of power incurred or cost is deduced as :

S.No.	Machines	Old machines rating	New machines rating	Loss (Rs.)
1.	Lathe	2565 kW	2000 kW	5650
				S = 5650 Rs

iii. Hence the loss occurred is Rs. 5650/day of working.

Conclusion :

- i. Due to the loss we are unable to produce the new products with greater ease. The money to purchase new equipments is decreasing.
- ii. To prevent the power loss, new machine with high reliability need to come.
- iii. To prevent machine hazards, it is necessary to bring new machine in replacement with the old one.



3**UNIT****Technical
Presentations :
Strategies and
Techniques****CONTENTS**

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- Part-5** : Methods of Presentation : 3-11Z to 3-14Z
Interpersonal, Impersonal,
Audience Participation :
Quizzes, Interjections

PART- 1*Presentation : Forms.***Questions-Answers****Long Answer Type and Medium Answer Type Questions**

Que 3.1. Explain technical presentation in brief. What are the kinds/forms of presentation ?

Answer

1. Technical presentations serve engineering, scientific and high tech purposes, describing advances in technology, problem resolution, product design and project status.
2. Technical presentations serve two purposes :
 - a. To inform (For example, knowledge transfer, classroom instruction)
 - b. To persuade (For example, convincing others to adopt a design approach or accept the results of an evaluation process).
3. The main goal of any technical presentation is to convey a specific topic that is either technical in nature or has a technical component to it that needs to be addressed or understood.

Kinds/forms of presentations :**1. Informative presentation :**

- a. In an informative presentation we explain something to people or help people to understand something or to show them how to do something.
- b. The purpose of this presentation is to teach the audience something that they do not know.
- c. A computer programmer speaking about new software, teacher telling students about something.

2. Persuasive presentation :

- a. The persuasive presentation is done to tell the audience about an idea or to promote a specific product or to convince someone to take action.
- b. The purpose of presentation is to convince the audience to think, act and believe in what we want them to tell.
- c. Graphs and supporting documentation are used in this presentation.

3. Entertaining presentation :

- a. Entertaining presentation is short presentation and gives the audience an enjoyable experience.
- b. A presentation to entertain may be either informative or persuasive in nature, but the supporting materials are selected primarily based on their entertainment value.

4. Technical presentation :

- a. The technical presentation involves visuals and printed handouts or video tape.
- b. This is informative presentation.

Que 3.2. Write down the characteristics of good presentation.

Answer

Characteristics of good presentation :

1. The presentation ideas should be well adapted to the audience. Relate the presentation message/idea to the interests of the audience.
2. A good presentation should be concise and should be focused on the topic.
3. A good presentation should have the potential to convey the required information.
4. A good presentation must be planned.
5. Rehearse and practice the presentation.
6. The speaker should encourage more questions from the audience.
7. Summarize the presentation at the end. Give final comments. Leave a positive impact upon the audience.
8. The speaker must have a presentable appearance while giving a presentation.
9. Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.

Que 3.3. Explain different types of presentation.

Answer

Different types of presentation :**1. Based on basic purpose :****a. Informative presentations :**

- i. Informative presentations teach, demonstrate, or instruct an audience on some topic or process such as office policies and rules.

- ii. This includes press conferences, speaking at seminars, classroom instruction, candidates presenting their ideas to an interview panel, and so on.

b. Persuasive presentations :

- i. Persuasive presentations are designed to induce an audience to accept a belief or action.
- ii. Examples are sales presentations that attempt to persuade the top management of a company to accept an idea or a proposal, manufacturers positioning a new product or brand or repositioning an existing product or brand.

c. Motivational presentations :

- i. Motivational presentations are designed to reassure the audience.
- ii. Examples include presentations to enthuse team members to adopt a new idea, motivational public speaking, presentations to influence people to collaborate with each other, and presentations to support organizational initiatives relating to a change in management.

2. Based on the audience profile :

a. Internal presentations : Internal presentations are those made to an internal audience. The audience consists of the employees and can be known or unknown to the presenter.

b. External presentations : External presentations are made to an external audience. The audience is generally not well-known to the presenter and consists of potential clients, vendors, and partners.

3. Based on the time available to prepare :

a. Impromptu presentations : Impromptu presentations are those without any preparation or planning.

b. Planned presentations : Planned presentations are those that result from careful planning and preparation.

PART-2

Interpersonal Communication, Classroom Presentation : Style, Method.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 3.4. Describe interpersonal communication with its characteristics.

Answer

1. Interpersonal communication refers to the sharing of information among people.
2. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
3. Interaction among friends and interaction with sales executives are examples of interpersonal communication.

Characteristics of interpersonal communication :

1. Interpersonal communication is continuous, we constantly share or send verbal and non-verbal messages.
2. Interpersonal communication is irreversible; once the exchange takes place, it can never be ignored or taken back.
3. Interpersonal communication is situated; it occurs within a specific communication setting that affects how the messages are produced, interpreted, and coordinated.

Que 3.5. Define classroom presentation. Describe the tips to power up classroom presentation.

Answer

The classroom presentation is comprised of short discussions, demonstrations, and activities related to topic. The goal of a classroom presentation is to help in effectively conveying information in a way that allows listeners to remember what is said.

Tips to power up classroom presentations :

1. **Use as many slides as needed :**
 - a. It is a common myth that better presentations use fewer slides.
 - b. This is simply not the case.
 - c. Use as many slides as we need to make our point.
2. **Minimize verbosity :** Slide should contain less word with three to five sub-points.
3. **Maximize visuals :**
 - a. Photos, figures and icons work as visual memory triggers.
 - b. These visuals help the students to remember the information about the presentation.

4. **Reduce redundant element :** All redundant elements must be removed because it create distractions from the content of slides.
5. **Highlight what you are talking about :**
 - a. While presenting, students may be momentarily distracted taking notes, thinking about what we are saying, to reduce this one should highlight important point in the slide.
 - b. Animate and reveal parts of illustrations and graphs (where possible) to build our story rather than showing everything at once.
 - c. Use bold type or different colors to highlight the keywords in any lengthy text.

PART-3

Individual Conferencing : Essentials, Public Speaking : Method, Techniques : Clarity of Substance, Emotion, Humour.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 3.6. Describe individual conferencing with its advantages.

Answer

1. Individual conference is a critical tool of supervision arranged to facilitate interaction, sharing and feedback between supervisor and supervisee in a systematic, planned and confidential setting.
2. ICs are supposed to be held every week during the assigned time.
3. It provides a platform to discuss the issues and concerns arising out of field work.

Advantages of individual conferences are :

1. Individual conference meets the need of the individual worker.
2. It provides a forum for the students to discuss regarding the problems they face.
3. It gives the students the privacy required to express their thoughts and feelings to the faculty supervisor.
4. Faculty supervisor is in a position to exercise better control over the student and take better care of their needs.

Que 3.7. Write short note on public speaking.

Answer

1. Public speaking is like conversation requires one to organize one's thoughts into words to be presented to an audience.
2. The language used in a speech tends to be much more formal than normal conversation.
3. The parts of public speaking include the source, receiver, message, channel, feedback, context, and noise.
4. The source is the origin of the speech, while the receiver is the recipient of the speech.
5. The message is the actual content of the speech being delivered, including the gestures which accompany the actual words.
6. The channels are the means over which the receiver obtains the message, which usually include auditory and visual.
7. Feedback is the resulting information that the receiver gives back to the source during the process of the speech.
8. The environment and situation under which the speech occurs are the context.

Que 3.8. Explain basic type of public speaking.

Answer**Basic types of public speaking :****1. To inform :**

- a. In this type of public speaking, the speaker is presenting interesting facts or lessons to the audience or explaining how to go about doing something.
- b. This could be a teaching lecturing about the civil war, a student giving an oral report or showing how to decorate a cake or set up a blog or a doctor explaining a procedure.

2. To persuade, motivate, or take action :

- a. In this type of public speaking, the speaker will try influencing the audience in some way.
- b. The speaker might be trying to change mind about something, to persuade to change the opinion, to motivate to change a behavior, or to take action.
- c. Some examples are explaining the benefits of a non-profit for the purpose of eliciting donations, trying to get people to change bad eating habits by explaining all the benefits of eating healthily or attempting to convince people to vote against a candidate in an election.

3. To entertain :

- a. This type of speaking is often found at events like banquets, weddings, or dinners.
- b. The speaker is usually sharing a funny story or other anecdotal information.
- c. They could also be planned as entertainment at an event.
- d. Topics are usually humorous and light and could serve a very specific purpose, like introducing a featured guest or giving a toast.
- e. Some examples of this would be the best man speech at a wedding or an after-dinner speech given by a host of a party to thank guests for coming.

Que 3.9.

What are the public speaking techniques to attract the audience ?

Answer

Public speaking techniques to attract the audience are :

1. Say something right off the bat that connects to the audience.
2. Connect with emotion.
3. Tell the audience how good they are.
4. Link back to the opening during the speech.
5. Relate to the audience's self interests.
6. Entertain the audience with stories.
7. Tell the audience exactly what they are going to gain.

Que 3.10.

Explain the clarity in public speaking.

Answer

1. Clarity means clearness.
2. A speaker's meaning must be immediately understandable; it must be so clear that there is practically no chance of misunderstanding.
3. Many speakers despite having a complete control of what they were speaking find it very difficult to speak clearly.
4. A speech may lack clarity, if the speaker :
 - i. Speaks either very fast or very slow.
 - ii. Does not articulate the words properly.
 - iii. Pronounces incorrectly or does not follow the standard pronunciation.
 - iv. Gives wrong emphasis on words.

- v. Does not have a well-organized material.
- vi. Uses too many unfamiliar words.

PART-4

Modes of Presentation, Overcoming Stage Fear, Audience Analysis and Retention of Audience of Interest.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 3.11. Explain the modes of presentation.

Answer

Modes of presentation :

1. Oral presentation :

- a. Oral session contains individual presenter presentations.
- b. Any material presented must be in a simple, legible font with a minimum font size of 14.
- c. All references must be mentioned in the Power Point either as footnotes or in a separate slide.
- d. The time allocated for each presentation is 15 minutes (12 minutes presentation & 3 minutes Q&A).
- e. The recommended software to be used is Microsoft PowerPoint.

2. Plenary presentations : Plenary presentations are an interactive skilled based discussion. For plenary speech, the organizing committee allocates 20 minutes for the presentation.

3. Poster presentation :

- a. A poster presentation allows us to interact face to face with people interested in our research.
- b. The display board for each poster should be 90 cm high and 60 cm wide.
- c. Our poster should include the Abstract ID number.
- d. Our posters should be handed over to the assigned organizing committee member on the first day of the conference.

Que 3.12. What are the tips to overcome stage fear or stage fright ?

Answer

Tips to overcome the stage fear or stage fright :

1. Shift the focus and fear to the purpose such as contributing something of value to the audience.
2. Stop scaring with thoughts about what might go wrong. Instead, focus the attention on thoughts and images that are calming and reassuring.
3. Refuse to think thoughts that create self-doubt and low confidence.
4. Practice ways to calm and relax our mind and body, such as deep breathing, relaxation exercises, yoga, and meditation.
5. Exercise, eat well, and practice other healthful lifestyle habits. Try to limit caffeine, sugar, and alcohol as much as possible.
6. Always focus on strength and ability to handle challenging situations.
7. Prepare the material in advance and read it aloud to hear your voice.
8. Make connections with the audience, smile and greet people, thinking of them as friends rather than enemies.
9. Stand or sit in a self-assured, confident posture. Remain warm and open and make eye contact.

Que 3.13. Explain audience analysis with different factors.

Answer

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs.

Factors of audience analysis :

1. Audience expectations :

- a. When people become audience members in a speech situation, they bring with them expectations about the occasion, topic, and speaker.
- b. Violating audience expectations can have a negative impact on the effectiveness of the speech.

2. Knowledge of topic :

- a. Audience knowledge of a topic can vary widely on any given occasion, therefore, communicators should find out what their audience already knows about the topic.
- b. Try to do some research to find out what the audience already knows about the topic.
- c. Giving a brief review of important terms and concepts is almost always appropriate, and can sometimes be done by acknowledging the heterogeneous audience and the importance of putting everyone on the same page.

3. **Attitude toward topic :** Knowing audience members attitudes about a topic will help a speaker determine the best way to reach their goals.
4. **Audience size :**
 - a. Many elements of speech-making change in accordance with audience size.
 - b. In general, the larger the audience the more formal the presentation should be.
 - c. Sitting down and using common language when speaking to a group of 10 people is often quite appropriate.
 - d. However, that style of presentation would probably be inappropriate or ineffective if we were speaking to 1,000 people.
 - e. Large audiences often require that we use a microphone and speak from an elevated platform.
5. **Demographics :**
 - a. The demographic factors of an audience include age, gender, religion, ethnic background, class, sexual orientation, occupation, education, group membership, and countless other categories.
 - b. Since these categories often organize individual's identities and experiences, a wise speaker attends to them.
6. **Setting :**
 - a. The setting of a presentation can influence the ability to give a speech and the audience's ability and desire to listen.
 - b. Some of these factors are: the set-up of the room (both size and how the audience is arranged), time of day, temperature, external noises (traffic), internal noises (babies crying, hacking coughs), and type of space (church, schoolroom, outside).
7. **Egocentrism :**
 - a. Most audience members are egocentric: they are generally most interested in things that directly affect them or their community.
 - b. An effective speaker must be able to show their audience why the topic they are speaking on should be important to them.

PART-5

Methods of Presentation : Interpersonal, Impersonal, Audience Participation: Quizzes, Interjections.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 3.14. What are the methods of interpersonal and impersonal communication ?

Answer

Interpersonal communication :

1. Interpersonal communication refers to the sharing of information among people.
2. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.

Methods of interpersonal communication :

1. Verbal communication :

- i. Verbal communication is a major means of sending messages.
- ii. It includes one-on-one meetings, speeches, grapevine, telephone, departmental or interdepartmental meetings, presentation, etc.

2. Written communication :

- i. It provides permanent record and facilitates the creation of organized messages.
- ii. Many methods of written communication are out of fashion such as faxes and letters. However, these ways have been replaced by new methods using technology, such as emails and text messages.

3. Non-verbal communication :

- i. Non-verbal communication is a process of sending and receiving message without using words, such as gestures, actions, facial expressions, body language and other aspects of our physical appearance.

Impersonal communication :

1. Impersonal communication is based on social roles, such as communication between a sales representative and a potential customer.
2. The manner of communication is informal and superficial, covering only necessary topics.

Methods of impersonal communication :

1. Memos :

- i. A memo or memorandum is a communication that records events or observations on a topic.
- ii. Memos are typically used within a business environment as an interoffice tool and can be used for many purposes.

2. Letters :

- i. A letter is a written message sent by one person to another.

- ii. Letter can be categorized into different types based on formalities maintained, information contained, purpose of use etc.

3. E-mail :

- i. Electronic mail, e-mail is defined as the transmission of messages over communications network.
- ii. E-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

4. Voice mail :

- i. Voicemail is a method of storing voice messages electronically for later retrieval by intended recipients.
- ii. Callers leave short messages that are stored on digital media.

Que 3.15. Write a short note on audience participation : quizzes and interjection.

Answer

1. An audience is a group of people who participate in a show or encounter a work of art, literature, theatre, music, video games, or academics in any medium.
2. Audience members participate in different ways in different kinds of art; some events invite overt audience participation and others allowing only modest clapping, criticism and reception.

Quiz : A quiz is a game which can also be called a mind sport wherein the players, either as individuals or in teams attempt to answer questions posed to them correctly, in order to win a prize.

Various benefits of quiz competitions :

1. Quizzes can be conducted for different age groups and over varying cultures.
2. Quizzes improve or expanding one's knowledge of things, either general or in specific area.
3. Quizzes are designed to promote, a fun way to study and is the process help to improve one's general knowledge.
4. Quiz competitions enables students to think from different angles or simply to think out of the box.
5. It promotes a healthy debate amongst participants in order to learn from each other.
6. It helps in the team building process.
7. Provoking discussion and healthy debate amongst participating players/ teams.
8. Quiz competitions even help to build the student's soft skills.

Interjection :

1. An interjection is one of the eight major parts of speech, along with verbs, nouns, pronouns, adjectives, adverbs, prepositions and conjunctions.
2. Interjections like 'wow' and 'ouch' are only designed to convey emotion in an abrupt and exclamatory way.
3. They express meaning or feeling in a word or two.
4. They do not relate grammatically to the other parts of the sentence, nor do they help the reader to understand the relationship between words and phrases in the sentence.
5. Interjections simply convey the way the author (or speaker) is feeling.
6. Interjections are rarely used in academic or formal writing; and more common in fiction or artistic writing.
7. A sample list of interjections includes words such as :
 - a. Aha
 - b. Boo
 - c. Crud
 - d. Dang
 - e. Eew
 - f. Gosh
 - g. Goodness



4

UNIT

Technical Communication Skills

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Discourse Competence : Combination
of Expression and Conclusion
- Part-6** : Socio-linguistic Competence, 4-14Z to 4-17Z
Strategic Competence, Solution
of Communication Problems with
Verbal and Non-Verbal Means

PART- 1

Interview Skills, Group Discussion : Objective and Method.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 4.1. What do you mean by interview ? What are the objectives of interview ?

Answer

1. An interview is a psychological and sociological instrument.
2. It is an interaction between two or more persons for a specific purpose, in which the interviewer asks the interviewee specific questions in order to assess his / her suitability for recruitment, admission, or promotion.
3. It is a systematized method of contact with a person to know his/her views and is regarded as the most important method of data collection.

Objectives of interview :

- i. To select a person for a specific task.
- ii. To monitor performance.
- iii. To collect information.
- iv. To exchange information.
- v. To counsel.

Que 4.2. What are the various skills and attributes of an employee ?

Answer

Various skills and attributes of an employee are :

1. Technical skills :

- a. A technical skill is the ability to carry out a task associated with technical roles such as IT, engineering, mechanics, science or finance.
- b. Employees who have a technical skill are often more confident when applying to certain industries than those who do not.

2. Analytical skills :

- a. Analytical skills refer to the ability to collect and analyze information, problem-solve, and make decisions.
- b. These strengths can help to solve a company's problems and improve its overall productivity and success.

4. Mental agility :

- a. Mental agility refers to individuals who are comfortable with complexity, examine problems carefully, can make fresh connections between different things as well as explain them in a simple way so others can understand.
- b. In organization, it's quite clear that there is no shortage of complexity and ambiguity in today's business environment. Leaders are challenged to make decisions on less than perfect information about situations that are constantly changing.

5. Communication skills :

- a. Communication skills are the abilities we use when giving and receiving different kinds of information.
- b. Communication skills involve listening, speaking, observing and identifying.
- c. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

6. Interpersonal skills : The candidate's skills to build relationships with colleagues, seniors, and subordinates, and ability to move with team members.

7. Flexibility / Adaptability :

- a. The candidate's multitasking skills or ability to adapt himself/herself to the changing situations or environment and handle multiple concurrent projects.
- b. The candidate's ability to adapt himself/herself to culturally diverse work environment.

8. Management/Leadership skills : The candidate's ability to plan, organize, motivate, inspire, manage, and lead the colleagues to achieve the organizational goal.

Que 4.3. How to prepare for interview ?

Answer

Steps that should be followed to prepare for an interview :

1. The first step is to do self-analysis, know our strengths and weaknesses. We should clearly understand the knowledge and skills that we possess.

2. The second step is to find out how relevant our competence is to the job we are seeking, and how we would use it for performing the required duties.
3. The third step is to gather information about the history, function and developmental plan of the organisation and to visualise the role we could play in its growth and development.
4. The fourth step is to imagine the kind of questions likely to be asked and their probable answers.
5. The final step is to discuss, if possible, with a few employees of the company about its work culture, professional ethics and growth directions. It is also advisable to gather information from the published literature, if any.

Que 4.4. What is group discussion ? What are the do's and dont's for group discussion ?

Answer

- i. Group Discussion (GD) is used to refer to an oral communication situation in which a small number of professionals meet to discuss a problem or issue to arrive at a consensus or to exchange information on a significant matter related to the function, growth or expansion of the organisation to which they belong.
- ii. The purpose of the discussion is to elicit the views of all participants and through intense interaction evolve a consensus.

Do's for group discussion :

1. Define the topic or the issue.
2. Analyze its scope and implications.
3. Initiate and generate the discussion.
4. Listen to the views of others intently.
5. Encourage and provide reticent members to speak.
6. Intervene forcefully but politely, when the situation demands.
7. Summarize views of the others before presenting the point of view.
8. Be brief and to the point in the presentation of your views.
9. Concede to others' points of view, if they are reasonable.
10. Try to lead the group to a definite conclusion.
11. Emphasize the points you consider significant.

Dont's for group discussion :

1. Don't be assertive in presenting the views.
2. Don't dominate the discussion.
3. Don't take over the discussion.

4. Don't make any personal remarks.
5. Don't jump to conclusions.
6. Don't speak continuously for a long time.
7. Neither raise your voice too high nor speak too softly.
8. Don't speak in monotone (unmodulated).
9. Avoid using speech mannerisms and time-fillers.

Que 4.5. Explain the objectives of group discussion.

Answer

Objectives of a group discussion :

1. It produces a range of options or solutions, addressing a particular problem or an issue.
2. It generates a pile of ideas by examining issues in greater depth, looking at different dimensions of these issues.
3. It broadens the outlook of the participants through cross-fertilization and exposure to new, different experiences and ideas, enrich their understanding of the issues under discussion.
4. It develops their skills in interpersonal communication and in expressing their views in a clear and brief manner.
5. It is effective means of changing attitudes through the influence of peers in the group.
6. It is valuable means of obtaining feedback for the training team on verbal skills, motivation level and personal traits of the participants and characteristics of the group.

Que 4.6. What are the different types of group discussion ?

Answer

Different types of group discussion :

1. **Based on the method of conduct :** Based on the method of conduct, group discussions can be further classified into the following :
 - i. **Structured group discussion :**
 - a. In structured group discussion, the topic is given to the participants by the selectors and a time-frame is allotted to complete the discussion.
 - b. This is the most commonly followed technique for a group discussion.

ii. Unstructured group discussion :

- a. In unstructured group discussions, unlike in the case of structured group discussions, the candidates themselves decide the topic with mutual consent.
- b. This formal method of group discussions is rarely used.

iii. Role play group discussion :

- a. In role group discussion, the candidates are given specific roles to play in the backdrop of a given situation.
- b. Within the framework of their role, the participants have to solve the problems inherent in the situation given to them.

iv. Group discussion with a nominated leader :

- a. Generally, no-one is nominated as leader of a group discussion and all participants are treated as equal.
- b. In this type of a group discussion, a person is nominated as a facilitator or a leader of the group.
- c. He may summarize the discussion or solutions discussed at the end of the group discussion.
- d. Sometimes the leader is nominated by the group members themselves.

2. Based on nature of the topic : Group discussions can also be categorized based on the topic allotted for the discussion to the participants.**i. Controversial topics :**

- a. These are topics which are controversial and which have the potential to generate an argument.
- b. Such topics generally make the discussion lively as arguments and counter arguments are presented.
- c. This gives the evaluators more opportunities to evaluate the candidates.
- d. Examples of such topics include 'Should the examination system be scrapped' or 'How ethical is cloning?'.

ii. Abstract topics :

- a. There is a growing trend of assigning abstract topics, *i.e.*, topics which are vague or unclear.
- b. These topics enable the evaluators to evaluate the creative ability of the candidates.
- c. Every candidate can have his own interpretation of the topic.
- d. Examples of such topics are 'Zero', 'One and one make eleven'.

iii. Case study topics :

- a. In case study topic, a situation is provided to the participants which may depict a problem faced by the organization or the managers.
- b. Participants need to analyze the situation and think of various alternatives to solve the problem.
- c. This kind of a group discussion tests the ability of the candidate to think of solutions keeping the situational factors and constraints in mind.

PART-2

Seminar / Conferences Presentation Skills : Focus, Content, Style.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 4.7. Describe the methods and exercises for demonstrating seminar / conference presentation.

Answer

Methods and exercises used for demonstrating seminar/conference presentation are :

1. Presentation preparation :

- i. Defining the presentation goal.
- ii. Modifying our presentation for an international audience.
- iii. Creating a clear message (structuring the content, improving clarity).
- iv. Using theoretical strategies effectively.
- v. Selecting and developing appropriate supporting visuals.

2. Speaker presentation :

- i. Developing voice quality and improving pronunciation skills.
- ii. Speaking more confidently and expressively.
- iii. Increasing awareness of body language effects.
- iv. Creating a stronger physical presence and adjusting distracting mannerisms.
- v. Thinking on our feet : developing presentation simple.
- vi. Enhancing our message to build audience confidence and harmony.

3. Influencing your audience :

- i. Creating an immediate impression.
- ii. Using language that influences our audience.
- iii. Conveying our message in the first 60 seconds.
- iv. Effective use of body language, gestures and eye contact.
- v. Interactive techniques to engage and maintain audience attention.
- vi. Managing questions and answers sessions.

Que 4.8. What are the tips to improve seminar / conference skills ?

Answer

Tips to improve seminar / conference presentation skills are :

1. Practice :

- a. We should rehearse our presentation multiple times.
- b. While it can be difficult for those with packed schedules to spare time to practice, it's essential if we want to deliver an inspiring presentation.

2. Transform nervous energy into enthusiasm :

- a. It may sound strange, but we can often down an energy drink and blast hip-hop music in earphones before presenting.
- b. Because it pumps up and helps to turn jitters into focused enthusiasm.

3. Attend other presentations :

- a. If we are giving a talk as part of a conference, try to attend some of the earlier talks by other presenters to scope out their presentation skills and get some context.
- b. This shows respect for our fellow presenters while also giving us a chance to feel out the audience.

4. Arrive early :

- a. It's always best to allow oneself plenty of time to settle in before our talk.
- b. Extra time ensures that we won't be late and gives us plenty of time to get adapted to our presentation space.

5. Adjust to the surroundings :

- a. The more adjusted to the environment, the more comfortable we feel.
- b. Make sure to spend some time in the room where we will be delivering our presentation.

- c. If possible, practice with the microphone and lighting, make sure we understand the seating and be aware of any distractions potentially posed by the venue (for example, a noisy road outside).

6. Meet and greet :

- a. Do our best to chat with people before our presentation.
b. Talking with audiences make us seem more likeable and approachable.
c. Ask event attender questions and take in their responses.
d. They may even give us some inspiration to weave into our talk.

7. Take deep breaths :

- a. The go-to-advice for jitters has truth to it.
b. When we're nervous, our muscles tighten; we may even catch our self holding our breath.
c. Instead, go ahead and take those deep breaths to get oxygen to our brain and relax our body.

8. Smile :

- a. Smiling increases endorphins, replacing anxiety with calm and making us feel good about our presentation.
b. Smiling also exhibits confidence and enthusiasm to the crowd.

PART-3

Argumentation Skills : Devices, Analysis, Cohesion and Emphasis, Critical Thinking.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.9. What do you mean by argumentation ? Describe the key to improve argumentation skills.

Answer

1. Argumentation is the thought process used to develop and present arguments.
2. It is closely related to critical thinking and reasoning.

The keys to improve our argumentation skills are :

- 1. Don't forget to remain calm at all times :**
 - a. It is important to try not to get upset and always maintain a relaxed attitude in a supportive environment.
 - b. We have to remember at all times that an argument is simply a contrast between two points of view.
- 2. Arguing well is the same as building or creating :** We can learn a lot from a good conversation, even when we don't agree with the points of view of the other person.
- 3. Imposition is completely the opposite of adequate arguing :** The conversation should be governed by understanding and mutual agreement.
- 4. Active listening is necessary to any discussion :**
 - a. Monologues, no matter how well-founded they may be, don't have to be accepted by the listener.
 - b. It is much more productive to understand other points of view and to be able to contrast them with we own.
 - c. This way we will find common ground and mutual understanding.
- 5. Forgiveness and apologizing are the perfect tools to a good argument :**
 - a. These keys are especially necessary in conversations between partners, friends and family members.
 - b. It is of no use to pressure someone into positions that no one is comfortable with.
 - c. Pay attention to what each person has done wrong, and rectify.

Que 4.10. Write a short note on cohesion.

Answer

1. Cohesion is the property of written text that provides a smooth flow to the text.
2. Cohesion also refers to the grammatical and lexical links that connect one part of the text to the other, cohesion can be considered as a mechanical link at the language level (for example, first of all, after that, however, in addition to, similarly, for instance, etc.).
3. Cohesion is achieved using the four basic mechanical considerations in providing transitions between ideas :
 - i. Use of pronouns.
 - ii. Repetition of keywords or phrases.
 - iii. Use of transitional tags.
 - iv. Use of parallel grammatical structure.

Que 4.11. Write a short note on emphasis.

Answer

1. Emphasis is the stress given to a word or words when speaking to indicate particular importance.
2. Emphasis is extra force that we put on a syllable, word, or phrase when we are speaking in order to make it seem more important.
3. In writing and speech, the emphasis is the repetition of keywords and phrases or the careful arrangement of words to give them special weight and prominence.
4. In the delivery of a speech, emphasis may also refer to the intensity of expression or the stress put on the words to indicate their importance or special significance.

Que 4.12. Describe critical thinking in brief.

Answer

1. Critical thinking refers to the ability to analyze information objective and make a reasoned judgment.
2. Critical thinking involves the evaluation of sources such as data, facts, observable phenomenon, and research findings.
3. Good critical thinkers can draw reasonable conclusions from a set of information and discriminate between useful and less useful details to solve a problem or make a decision.
4. Critical thinking is the ability to think clearly and rationally, understanding the logical connection between ideas.
5. Critical thinking skills :
 - i. Understand the links between ideas.
 - ii. Determine the importance and relevance of arguments and ideas.
 - iii. Recognise, build and appraise arguments.
 - iv. Identify inconsistencies and errors in reasoning.
 - v. Approach problems in a consistent and systematic way.
 - vi. Reflect on justification of assumptions, beliefs and values.

PART-4

Nuances : Exposition, Narration and Description.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 4.13. Describe the modes of discourse.

Answer

There are four traditional modes of discourse :

1. Narration :

- i. It involves relating a series of events, usually in a chronological order.
- ii. Thus, a simple narrative may begin with “Once upon a time . . .” and end with “and they lived happily ever after.”
- iii. The events narrated may be fictional (a made up story) or non-fictional (the events really occurred).
- iv. However, we usually reserve the title “story” for fiction. If the events actually happened, we give the writing another name such as biography, autobiography, history, after action report, or newspaper report.
- v. For example, there is a genre called “historical fiction” that may more or less accurately portray an historical event while making up a story about real or fictional characters involved in that event.
- vi. One well known example is “Gone With the Wind,” the story of Scarlet O'Hara and Rhett Butler during the American Civil War.

2. Description :

- i. It tells what things are like according to the five senses.
- ii. A descriptive essay, or a descriptive passage in a story, tells how things look, sound, feel, taste, and smell.
- iii. Nouns and adjectives can show what a person, place, or thing are like in their material aspects.
- iv. Description often tries to do more than to enable readers to visualize characters, settings, and actions.
- v. It may also try to evoke a mood or atmosphere, and this is aided by the use of simile and metaphor.

3. Exposition :

- i. It is the kind of writing that is used to inform.
- ii. The prefix “Ex-” comes from Greek through Latin and means “out, or away from.” The root of the word comes from the Latin verb ponere which means “to place.”

- iii. So translated literally, exposition means “to place out,” and, of course, the thing that is placed out for us to see and understand is information.
- iv. This mode of writing has several subtypes, the most common being process analysis, definition, classification and division, comparison and contrast, cause and effect, and problem and solution.
- v. These are distinguished by purpose, as the names indicate, but also by structure or organization.
- vi. For example, an experienced writer understands that an essay that compares and contrasts, or that describes a problem and presents a solution, each has its own conventional pattern of organization and that once readers recognize the intended mode, they also expect the writer to follow the organizational conventions associated with it.

4. Argument :

- i. The purpose of argument is to convince through logic.
- ii. An argument is based on a belief or opinion that the writer holds as true. The statement of this opinion is called a “thesis.” It is usually presented explicitly near the beginning of the argument.
- iii. To convince readers that his opinion is true, the writer must build a case to support the thesis.
- iv. Building a case requires presenting reasons for accepting the thesis, and then presenting evidence to support the reasons.
- v. If the reader accepts the reasons and the evidence, then he should agree with the thesis.

PART-5

Effective Business Communication Competence : Grammatical, Discourse Competence; Combination of Expression and Conclusion.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.14. Describe effective business communication competence ?

Answer

1. Communicative competence refers to both the implicit knowledge of a language and the ability to use it effectively. It is also called communication competence.

2. The ability to understand and use language effectively to communicate in authentic social and school environments.
3. There are four ways used for effective business communication competence :
 - a. **Linguistic** : Understanding and using :
 - i. Vocabulary.
 - ii. Language conventions (grammar, punctuation and spelling).
 - iii. Syntax (for example, sentence structure)
 - b. **Strategic** : Using techniques to :
 - i. Overcome language gaps.
 - ii. Plan and assess the effectiveness of communication.
 - iii. Achieve conversational fluency.
 - iv. Modify text for audience and purpose.
 - c. **Socio-linguistic** : Having awareness of :
 - i. Social rules of language (for example, formality, politeness, directness).
 - ii. Non-verbal behaviours.
 - iii. Cultural references (for example, idioms, expressions, background knowledge).
 - d. **Discourse** : Understanding how ideas are connected through :
 - i. Patterns of organization.
 - ii. Cohesive and transitional devices.

Que 4.15. Explain discourse competence.

Answer

1. Discourse competence is the knowledge of how to produce and comprehend oral or written texts in the modes of speaking/writing and listening/reading respectively.
2. It is knowing how to combine language structures into a cohesive and coherent oral or written text of different types.
3. Discourse competence deals with organising words, phrases and sentences in order to create conversations, speeches, poetry, email messages, newspaper articles etc.

PART-6

Socio-linguistic Competence, Strategic Competence, Solution of Communication Problems with Verbal and Non-Verbal Means.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 4.16. Write a short note on

- i. Socio-linguistic competence**
- ii. Strategic competence**

Answer

i. Socio-linguistic competence :

1. Socio-linguistic competence is the knowledge of socio-cultural rules of use, *i.e.*, knowing how to use and respond to language appropriately.
2. The appropriateness depends on the setting of the communication, the topic, and the relationships among the people communicating.
3. Moreover, being appropriate depends on knowing what the restriction of the other culture are, what politeness indices are used in each case, what the politically correct term would be for something, how a specific attitude (authority, friendliness, courtesy, irony etc.) is expressed etc.

ii. Strategic competence :

1. Strategic competence is the ability to recognise and repair communication breakdowns before, during, or after they occur.
2. For instance, the speaker may not know a certain word, thus will plan to either paraphrase, or ask what that word is in the target language.
3. During the conversation, background noise or other factors may hinder communication; thus the speaker must know how to keep the communication channel open.
4. If the communication was unsuccessful due to external factors (such as interruptions), or due to the message being misunderstood, the speaker must know how to restore communication.
5. These strategies may be requests for repetition, clarification, slower speech, or the usage of gestures, taking turns in conversation etc.

Que 4.17. What are the verbal and non-verbal communication problems ?

Answer**Problems of verbal communication are :**

The verbal communication is divided into two groups :

1. Oral communication.
2. Written communication.

Problems in oral communication are :

1. Problems of retention.
2. Lack of legal validity.
3. Lack accountability.
4. Chances of misunderstanding.
5. Problem of distance.
6. Not suitable for lengthy official messages.
7. Lacks planning.
8. Diversion of subject matter.

Problems in written communication are :

1. Time consuming.
2. Expensive.
3. Problem of feedback.
4. Problem of instant clarification.
5. Problems of writers.
6. Problem of communicating secret information.

Problems of non-verbal communication are :

1. Problem of misunderstanding.
2. Problem of fake body language.
3. Problem of perception.
4. Irritation.
5. Problem of quality communication.

Que 4.18. Explain the solutions for communication problem with verbal and non-verbal means.

Answer**Solutions for communication problem in verbal communication are :**

1. Schedule communication.
2. Write it out first.
3. Blaze a trail.

4. Require status updates.
5. Paraphrase it.

Solutions for communication problem in non-verbal communication are :

1. Maintain eye contact.
2. Use your facial expressions.
3. Be considerate of personal space.
4. Mind your posture.
5. Be aware of tones and sounds.



5

UNIT

Dimensions of Oral Communication and Voice Dynamics

CONTENTS

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PART-1*Code and Content, Stimulus and Response.***Questions-Answers****Long Answer Type and Medium Answer Type Questions****Que 5.1. Describe code and content in communication skills.****Answer**

- i. Any human communication system involves the production of a message by someone, and the receipt of that message by someone else.
- ii. To encode a message, one must possess the necessary encoding skills.

1. Languages are codes :

- i. A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person.
- ii. The English language, like any other language, is a code which contains elements that are arranged in a meaningful order.
- iii. A code has a group of elements (vocabulary) and a set of procedures for combining these elements meaningfully (syntax).

2. Content :

- i. The message content, *i.e.*, the message that is selected by the source to express its purpose.
- ii. Content, like codes, has both element and structure. When more than one piece of information is to be presented, they should have some order or structure.
- iii. An individual may sometimes be identified by his characteristic way of structuring messages. This is because the individual communicates in a way that is distinctive to him.
- iv. An individual uses a distinctive way or method, which has become his habit by constant use.

Que 5.2. Write a short note on stimulus and response in communication skills.**Answer**

1. A stimulus is a thing that a person can receive through one of his senses. In fact, it is a thing that can produce a sensation.

2. A response is a thing that an individual does as a reaction to the stimulus.
3. Stimulus and response are the two terms that are frequently used in any discussion on the communication process.
4. Stimulus and response are ultimately connected with the whole learning process.
5. The communication objective of the source is to bring about a change in the behaviour of the receiver.

PART-2

*Encoding Process, Decoding Process,
Pronunciation Etiquette, Syllables.*

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.3. Discuss the process of communication.

Answer

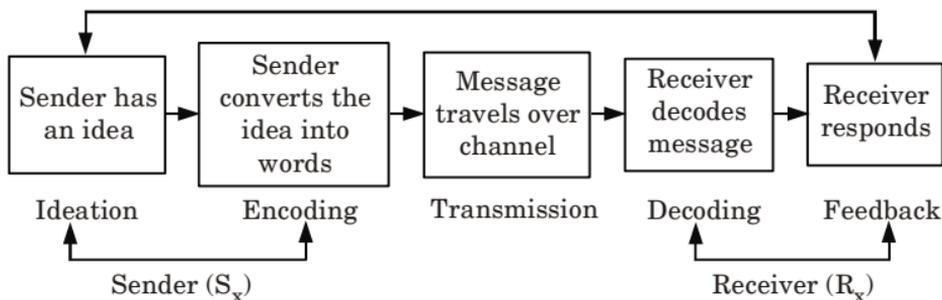


Fig. 5.3.1. Process of technical communication.

Process of technical communication consists of five stages :

1. Ideation :

- i. It begins with ideation which refers to the formation of idea or selection of message. It consists of the ‘what’ of communication and is concerned with the content of the specific message to be presented.
- ii. The scope of ideation is generally determined by the sender’s :
 - a. Knowledge
 - b. Experience
 - c. Abilities

- d. Purpose of communication
- e. Context of the communicative situation
- iii. Messages generally have two kinds of content :
 - a. **Logical** : These messages consist of factual information.
 - b. **Emotional** : These messages consist of feelings and emotions.

2. Encoding :

- i. It is the process of changing the information into some form of logical and coded message. It involves :
 - a. **Selecting a language** : It is essential for effective coding, verbal messages need a common language code, which can be easily decoded by the receiver.
 - b. **Selecting an appropriate communication form** : It form largely depends on the sender-receiver relationship, need and purpose of the communication.
 - c. **Selecting a medium of communication** : It involves making the right choice out of many available options. There are three basic options for sending interpersonal messages *i.e.* speaking, writing and non-verbal signs and symbols (body movements, facial expressions, touching patterns, speech mannerisms).

3. Transmission :

- i. It refers to the flow of message over the chosen channel.
- ii. It involves choosing the :
 - a. Proper time (When to communicate)
 - b. Proper place (Where to communicate)
 - c. Proper way (How to communicate)
- iii. Channels of transmission can be internet, fax, telephone, courier service, television, etc.

4. Decoding :

- i. Decoding is the process of converting a message into thoughts.
- ii. The process of decoding involves interpretation and analysis of a message.
- iii. Decoding involves reading and understanding of the written communication, listening and understanding of the oral communication.

5. Feedback / Response :

- i. Response is the last stage in the communication process.
- ii. It is the action or reaction of the receiver to the message.
- iii. Response is the key to communication. It helps the sender to know that the message was received and understood.

Que 5.4. Describe key attributes for pronunciation etiquette.

Answer

To develop proficiency in speaking skills, proper attention should be given to pronunciation etiquette.

Key attributes of pronunciation etiquette are :

1. Make eye contact while speaking. This will not only gives us confidence, but will also inspire others to listen.
2. Try to make voice sound pleasing and soft.
3. Do not speak in a monotonous voice; this might have a sleepy effect on the audience. Change the modulation of the voice occasionally.
4. Even if feeling nervous, never show it to the audience; just slow down your speech and remain calm.
5. Do not mumble and speak clearly.
6. Use of words which are clear to understand.
7. Use proper body language to show interest in the ongoing conversation.
8. At the end of the conversation, do not forget the customary etiquette of thanking the audience for listening patiently.

Que 5.5. Write short note on syllable and its types.

Answer

1. A syllable may be defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sounds.
2. A syllable is a vowel sound that is produced when pronouncing a word.
3. A syllable is a part of a word that is pronounced with one uninterrupted sound.
4. A syllable is a unit of sound which can be pronounced with a single effort of the voice.
5. Syllables are the ways to split words into speech sounds.
6. Words are divided into three types as per number of syllables :
 - a. **Monosyllabic** : Words with one syllable. For example, on-on (VC)
 - b. **Disyllabic** : Words with two syllables. For example, upon-up+on (VCVC)
 - c. **Polysyllabic** : Words with more than two syllables. For example, syllable - sy+lla+ble (CVCVCVC)

PART-3

Vowel Sounds, Consonant Sounds, Tone : Rising Tone, Falling Tone.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.6. Describe vowel and consonant sounds.

Answer

Vowel :

1. During the production of vowel sounds, the air from the lungs comes out in an unrestricted manner in a rather continuous stream.
2. There is no closure of the air passage or friction between any speech organs. There are twenty distinct vowel sounds in English.
3. These twenty vowels are further classified as pure vowels and diphthongs.
4. A pure vowel is a single sound marked by its steady quality.
5. During the production of a pure vowel, its quality does not change.
6. In the production of a diphthong, one sound position glides to another, as a result of which the quality of the vowel changes.
7. For example, /i:/ is a pure vowel as in 'feet', whereas /aI/ is a diphthong as in 'fight'.

Table 5.6.1 Vowel sounds

S. No.	IPA symbol	Words		
		Initial	Middle	Final
1.	/i:/	easy	field	see
2.	/I/	it	hill	duty
3.	/e/	enemy	step	—
4.	/æ/	apple	man	—

Consonants :

1. While pronouncing consonants, the air passage is either completely or partially closed and the air passes through the speech organs with an audible friction.
2. There are twenty four distinct consonants in English.

Table 5.6.2 Constant sounds

S. No.	IPA symbol	Description	Words		
			Initial	Middle	Final
1.	/p/	unvoiced, oral	pen	speak	leap
2.	/b/	voiced, oral	bet	about	nib
3.	/t/	unvoiced, oral	time	better	beat
4.	/d/	voiced, oral	day	adorn	said
5.	/k/	unvoiced, oral	call	echo	ask
6.	/g/	voiced, oral	gate	ago	league

Que 5.7. Explain rising tone and falling tone in detail.

Answer

1. Tone is the movement or level of pitch that is used and it forms the central part of intonation.
2. When we are engaged in normal speaking, the tone and pitch of our voice constantly changes depending on our mood to express what we just mean to say. Here the pitch of the voice says a lot.
3. For example, if we are angry while speaking with somebody, we can express our anger by just calling his name in a very high pitch. The same sentence can be said in different ways, which would indicate whether the speaker is angry, happy, grateful or just indifferent.

For example :

1. When the speaker is asking a question and is genuinely interested in the answer, he uses a rising tone.
When are you coming ? ↑
Where are you going ? ↑
What is he reading ? ↑
2. When the speaker is not at all interested, and is indifferent, the falling tone is used.
When are you coming ? ↓
Where are you going ? ↓
What is he reading ? ↓
3. When the speaker expects a positive answer, the rising tone is used.
Aren't you happy ? ↑
Is he reading ? ↑
4. If the speaker already knows the answer and now only wants a confirmation or agreement, the falling tone is used.

Aren't you happy ? ↓

Is he reading ? ↓

5. The rising tone is also used with request, polite statements or when apologizing.

Please come again. ↑

I beg your pardon. ↑

Please take your seat. ↑

6. The rising tone is also used in very simple questions such as the following :

Is it ? ↑

Is she ? ↑

Aren't you ? ↑

Are they ? ↑

Hasn't she ? ↑

PART-4

Flow in Speaking, Speaking with a Purpose, Speech and Personality.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.8. What are the essentials of effective speaking ?

Answer

Essentials of effective speaking are :

- Clarity of purpose :** Know whether you want to inform, persuade, or entertain the audience.
- Audience awareness :** Find about who will be your audience, their background, age, gender, education, status, interest.
- Familiarity with the location :** Know where you need to deliver the speech : the audio equipment, the position of lectern, lighting, etc.
- Collection and selection of content :** Collect as much material as possible for your topic and select according to the focus of the topic and the time given.
- Outlining :** Frame topics and subtopics for your speech.
- Organization of content :** Introduction, main body, conclusion.
- Selection of suitable mode of delivery :** Extempore, reading from text (to be carried out with adequate practice), speaking from memory (to be avoided).

8. Effective use of body language, voice, and visual aids.

Que 5.9.

Describe the guidelines that enhance the flow / fluency in English.

Answer

Guidelines to enhance fluency in English :

1. Write personal diary in English.
2. Listen to good speakers and read material written in good English.
3. Expand vocabulary by learning at least five words per day, along with their meanings and usages.
4. Practice correct pronunciation, accent, and tone to make the speech impressive.
5. Learn from your mistakes.
6. Concentrate on your ideas rather than your appearance, the impact you are creating, etc.
7. Read aloud the passages from books or magazines that you enjoy reading.
8. Watch English movies to understand the manner of speaking conversational English.
9. Think in English what you have done or what you are going to do.
10. Practice your speaking skills in small talks-on weather, game, hobbies, current affairs, etc. with your friends or family members
11. Believe in what you are speaking.
12. Spare at least an hour every day for developing your English fluency.

Que 5.10.

How to improve speaking skills ?

Answer

Tips to improve your speaking skills :

1. Get rid of any fear of making mistakes.
2. Do not attempt to speak like a native speaker of English from the very beginning. That will only cause frustration.
3. Be familiar with the phonetic chart and the phonetic alphabet. This would be of great help if we want to learn the sounds and pronounce the words correctly.
4. Be conversant with the rhythmic pattern of the language. It will help us to speak clearly and pleasantly.
5. A thorough knowledge of the English intonation pattern would be of great help in our endeavor to speak English fluently.
6. Try to understand when the other person is speaking observe his lip movements carefully.
7. When speaking, be cautious about your pitch, tone of voice and rate of speaking.
8. Lastly, practice, practice and practice.

Que 5.11. Explain various dimensions of speech.

Answer

Various dimensions of speech are :

1. Accent (Way of pronunciation) :

- i. Accent is the way of pronouncing the words of a language that shows the person belongs to which country, area or social class.
- ii. Accent is a manner of pronunciation peculiar to a particular individual, location, or nation. The region to which we belong affects our accent.
- iii. It is an important factor whether English is our first language or second language.

2. Pitch (Loudness) :

- i. Pitch is a property that allows the ordering of sounds on a frequency-related scale.
- ii. Pitches are compared as “higher” and “lower”.
- iii. The rise and fall of the voice conveys various emotions.
- iv. A well balanced pitch results in a clear and effective tone. It helps us to avoid being monotonous.

3. Rhythm (Sound pattern achieved by using stress in words) :

- i. Rhythm refers to a pattern of sounds.
- ii. Maintaining a rhythm in a speech makes the speech sound natural and fluent.
- iii. Rhythm is produced by stressed and unstressed words in a sentence.
- iv. To achieve good rhythm in speaking we should know which words to be stressed and which are not to be stressed in a sentence.

4. Intonation (Variation of pitch or loudness of the words in a sentence) :

- i. The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances.
- ii. In normal speech, the pitch of our voice goes on changing constantly *i.e.*, going up, going down, and sometimes remaining steady.
- iii. Different pitches of the voice combine to form patterns of pitch variation or tones, which together constitute intonation.
- iv. Intonation is closely linked to stress because important changes in pitch occur with stressed syllables.

Que 5.12. Describe different modes of speech delivery. Write its advantages and disadvantages.

OR

Write a short note on essential nuances of speech delivery.

Answer

There are four modes of speech delivery :

i. Extemporaneous :

1. Extemporaneous presentation is the most popular and effective method when carefully prepared.
2. When speaking extempore, we must prepare the note beforehand and rehearse our presentation.
3. There is no need to learn every word and line by rote.
4. Our presentation will sound quite spontaneous to the audience, as after thorough preparation, we are speaking while thinking.
5. This is the result of careful planning and exact practice, where we collect the material and organize it carefully.

Advantages of extemporaneous mode :

1. Extemporaneous mode presents the theme in the best-possible, structured way.
2. Thorough preparation on our part makes us feel secure and we carry out our responsibility with great assurance.
3. Extemporaneous mode helps for appropriate selection of quotations, illustrations, statistics, etc., and to substantiate our point.
4. It enables one to move freely, with ease.

Disadvantages of extemporaneous mode :

1. If preparation is inadequate, we can get lost and find our self uncomfortable.
2. If we rely too much on note cards and start reading out from them instead of just consulting them for reference, then our speech will lose its spontaneity.

ii. Manuscript :

1. In manuscript presentation, material is written out and we are supposed to read it out aloud precisely.
2. We are not supposed to memorize the speech and then recollect it.
3. It is there in front of us to read. But, we should be wise enough not to attempt to read a speech until we have become a proficient reader.
4. We could rehearse with a friend or colleague.
5. For effective use of this mode, we should have gone through the material several times beforehand till we become absolutely familiar with the text.
6. We should strive to choose material designed to achieve understanding. Do cultivate familiarity with speech/text.

7. We should know what is written where.

Advantages of manuscript mode :

1. It is a permanent and accurate record of whatever we have to say.
2. There is no chance of tampering with facts and figures.
3. The material is organized systematically.
4. Language gets polished because we can write and rewrite the material until we feel satisfied on all counts.

Disadvantages of manuscript mode :

1. As we will be reading from the manuscript, we get less time for making proper eye contact.
2. Since we are reading to the audience, we cannot talk to them. There is not much scope either for non-verbal communication.
3. Adaptation is difficult.

iii. Impromptu :

1. The impromptu mode, is used when we have to deliver an informal speech without preparation.
2. For example, at a formal dinner party we may be invited to deliver a vote of thanks.
3. Do not panic and babble something in an unmethodical way.
4. Instead, calmly state the topic and then preview the points we have to make.
5. Support the points with whatever examples, quotes, and we recall at that time.
6. Then briefly summarize or restate the points and conclude with a smile.
7. Remember, it is not difficult for us to anticipate certain occasions where we may be asked to speak a few words.
8. Be as brief as possible during impromptu presentations.

Advantages of impromptu mode :

1. We sound very natural because we do not get enough time to make any elaborate preparation.
2. We get a chance to express our thoughts irrespective of what others think or say about that particular topic.
3. We are spontaneous as we say what we feel, not what we ought to say.

Disadvantages of impromptu mode :

1. The presentation lacks organized development of ideas because of the shortage of time.

2. There is no supplementary material (data, statistics, illustrations, figures) to substantiate the speech.
3. Chances of rambling are very high. Various points may hang loose.
4. There is frequent use of vocalized pauses.

iv. Memorization :

1. This method of presentation is very difficult for most people.
2. Probably, only a handful of we can actually memorize an entire speech.
3. Usually we memorize only the main parts and are in the habit of writing key words on cards to help us out through the actual presentation.
4. This type of delivery stands somewhere between extemporaneous and manuscript presentation.
5. Speech is written beforehand, then committed to memory, and finally delivered from memory.

Advantages of memorization mode :

1. It is very easy for such speakers to maintain an eye contact with the audience throughout the presentation.
2. The speaker can easily move and make use of appropriate non-verbal communication to add extra value to the speech.
3. It is possible to finish the speech in allotted time.

Disadvantages of memorization mode :

1. Memorization requires too much of time.
2. There are chances of making it a dull and monotonous presentation because we go exactly by whatever we have memorized.
3. Even our mnemonic skills fail us if we have not rehearsed adequately.
4. No flexibility or adaptation is possible during the speech.
5. The speaker gets flustered if he forgets a word, sentence, or a whole paragraph.

Que 5.13. Describe different modes of speech making. Differentiate between extempore and impromptu speech.

AKTU 2015-16(II), Marks 10

Answer

Different modes of speech making : Refer Q. 5.12, Page 5-10Z, Unit-5.

Difference between extempore and impromptu speech :

S. No.	Extempore speech	Impromptu speech
1.	Extempore presentation is the most popular and effective method when carefully prepared.	The impromptu mode, is used when we have to deliver an informal speech without preparation.
2.	Thorough preparation on our part makes us feel secure and we carry out our responsibility with great assurance.	We get a chance to express our thoughts irrespective of what others think or say about that particular topic.
3.	Extempore mode presents the theme in the best-possible, structured way.	We sound very natural because we do not get enough time to make any elaborate preparation.
4.	It enables one to move freely, with ease.	We are spontaneous as we say what we feel, not what we ought to say.

Que 5.14. What is the importance of speech in personality development ?

Answer

In personality development, the importance of speech is divided into two parts :

1. Gaining positive perception from others :

- i. Human often judge others by what they see.
- ii. We easily have our own perception on what is going on around us. In the same way, our perception of others can be influenced by the way they speak and the message they are trying to relay.
- iii. This is one of the reasons why speech is very important in personality development.
- iv. If we are careful with our speech, whether formal or informal, we can gain a positive perception from our peers, colleagues, and our superiors.
- v. If we are fond of using negative words, For example, people will tend to think that we have a bad personality. On the other hand, if we talk with grace, and confidence, then it is common for others to perceive us as someone with a pleasing personality.

2. Putting into words our thoughts and ideas through oral expression :

- i. It is, without doubt, very difficult to improve our personality if we cannot even verbalize what it is we want to say.

- ii. If we hesitate to speak on fear of being misjudged by others, if we are too shy and scared to open our mouth in a gathering, it will really be difficult for us to develop our personality.
- iii. Part of our development is derived from what we learn from others, but if we have poor oral communication skills and refuse to do something about it, then we are blocking the doors for growth.
- iv. Being able to express ourselves through speech is essential to build relationships with people, but if we keep on holding back and decline any opportunity to improve, then nothing good will ever come out of it.

PART-5

Professional Personality Attributes : Empathy, Considerateness, Leadership, Competence.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 5.15. Explain professional personality attributes.

Answer

- i. Personality of a person is defined as the combination of qualities and attributes which contribute to the person's character and image.
 - ii. It arises from within and makes us who we are.
 - iii. The personality of an individual is determined and judged by his/her appearance, behaviour, attitude, education, values and some more varying characteristics.
1. **Be confident :**
 - i. Confidence is certainly the most important factor which adds to the personality of any individual.
 - ii. A person's confidence might go down due to mistakes, failure, guilty or any other thing which is undesirable.
 - iii. Your confidence reflects your character, attitude and passion.
 - iv. Being confident will help us to express yourself and stand amongst the crowd.
 2. **Improve your communication skills :**
 - i. The way you speak reflects who you are. Be polite and gentle with your words. Use decent words while interacting with everyone.

- ii. Always think before you speak. English being globally accepted is preferred everywhere.
- iii. Always use simple words general interactions.

3. Dress up well :

- i. Dressing sense means the general sense about how you should dress up for office, party or any other occasion.
- ii. A person should therefore wear according to the situation and according to how well the attire suits him/her.
- iii. Good looks no doubt will add to your personality but what matters the most is how you are dressed up.
- iv. Dressing sense plays a major role in personality and confidence development.

4. Do what you're passionate about and be passionate about what you do :

- i. Be passionate about your work.
- ii. Always follow your passion and do what interests you.
- iii. Make sure that you give your best in whatever you do.
- iv. This will add to your growth and strengthen your self confidence. Never miss a chance to prove yourself.

5. Watch your body language :

- i. Body language plays an important role to judge a person's confidence and personality.
- ii. Try to make use of positive gestures while interacting with others.
- iii. This shows that you are at ease while having a discussion.
- iv. Studies reflect that 75% of our communication happens non-verbally.
- v. Your gestures thus play a vital role while interacting with others.

6. Develop leadership qualities :

- i. A good leader is believed to have a good personality.
- ii. Leadership skills do not mean how well you give orders to your subordinates.
- iii. It means how well you can manage your subordinates to accomplish a particular task.
- iv. Work harder to set an example to our subordinates.
- v. Express yourself and always do as you say.

7. Be optimistic :

- i. Have a positive outlook towards everything.
- ii. Nobody wants to be around a person who is negative and complaining all the time.
- iii. When you face a failure, let go of the assumption that you are the unluckiest person alive.

- iv. Use positive statements like “I can do it”, “I always have a choice” etc. Expect good things from the future.

8. Be a patient listener :

- i. Be an enthusiastic listener.
- ii. Listening is a very essential part of communication.
- iii. This will help you to see things from the eyes of others.
- iv. Mental presence is a must to be good listener.
- v. Try to get away from any possible distraction while talking to your family members, friends and co-workers.

9. Be a good learner :

- i. Good learning skills in an individual are highly desirable.
- ii. You should always have the zeal to learn new things while at work.
- iii. This reflects your enthusiasm.
- iv. Do not let yourself repeat the same mistakes. Learn from them.

Que 5.16. Write short note on :

- i. Empathy
- ii. Considerateness
- iii. Leadership
- iv. Competence

Answer

i. Empathy :

1. Empathy is the art of seeing the world as someone else sees it.
2. When we have empathy, it means we can understand what a person is feeling in a given moment, and understand why other people's actions made sense to them.
3. Empathy helps us to communicate our ideas in a way that makes sense to others, and it helps us to understand others when they communicate with us.
4. It is one of the foundational building blocks of great social interaction.

Suggestions for being empathetic as we communicate our ideas :

1. Successful communication is a two-way process
2. Organise your ideas
3. Tap into people's interests.
4. Paint a picture
5. Vary your communication style

ii. Considerateness :

1. A considerate personality style is a combination of low assertiveness and high expressiveness.

2. These are the people-pleasers.
3. They are natural team workers, preferring to work with and support others than to work alone.
4. They are excellent listeners, and seek to connect with others on a personal level.
5. They are natural counselors, trainers or mentors, and they enjoy helping others. They will encourage others to brainstorm and speak their minds, even if they are not inclined to do so themselves.
6. Considerate personality styles do not always stand up for themselves, or point out mistakes that others might have made.
7. They tend to avoid uncomfortable situations such as change or conflict and may do what it takes to be included in the group rather than what is the best decision for a project.
8. Considerate will often agree to take on more than their share of work in a project in order to make others happy.

iii. Leadership :

1. Leadership is the ability to move or influence others toward achieving individual or group goals.
2. Leadership is a group effort.
3. Leadership is an action, the leader helps others to develop their own skill and share knowledge with others.
4. Leadership behaviour can be learned by study and application.
5. Every member of a group participated in leadership when they contribute an idea.

iv. Competence :

1. Competence is a basic characteristic of human beings and can be considered as a permanent part of an individual's personality.
2. Competence can be defined as achieving a set of goals in a specific environment using accepted and applicable methods, and at the same time producing positive results.
3. Specific competencies enable an individual to secure efficient performance at work.
4. An essential part of competence is intention. Without intention, there is no competence.
5. Competencies enable us to understand why some people perform better at work than others.





Fundamentals of Technical Communication (2 Marks Questions)

1.1. What do you mean by technical communication ?

AKTU 2014-15(II), Marks 02

Ans. Technical communication is the study of the targeted audience and then finding out the best way to present the information.

1.2. Discuss the main features of technical communication.

AKTU 2017-18(I), Marks 02

Ans. Main features of technical communication are :

1. Accuracy of expressions
2. Brevity
3. Clarity
4. Objectivity
5. Comprehensiveness

1.3. How is language 'a tool of communication' ?

Ans. Tool makes the work easy and language is that medium which helps us to communicate effectively, that is why language is a tool of communication.

1.4. What do you mean by the flow of communication in an organization ?

OR

Describe vertical flow of communication.

AKTU 2014-15(II), Marks 02

Ans. The flows of communication in an organization are :

- i. Horizontal communication (peers group flow) :** It takes place among the people working at the same level.
- ii. Vertical upward and downward communication :** It flows from subordinate to superior and superiors to subordinate.
- iii. Diagonal or crossed communication :** It cuts across the levels in an organization. This deviates from the normal chain of command.
- iv. Grapevine :** It is informal communication that takes place in offices.

1.5. Describe barriers to communication.

Ans. Barrier can be any disturbance which impedes the smooth flow of the process of communication. Barrier or noise distorts the idea and process of communication suffers because of that disturbance.

1.6. How can we remove the barriers to communication ?

Ans. To remove barrier to communication :

- i. Create an open communication environment
- ii. Avoid having too many transfer channels
- iii. Do not communicate when you are emotionally outburst
- iv. Be aware of diversity in culture
- v. Analyze the feedback

1.7. Distinguish between interpersonal and mass communication.

AKTU 2017-18(II), Marks 02

Ans.

S. No.	Interpersonal communication	Mass communication
1.	Interpersonal communication is transfer of message from one person to another.	Mass communication refers to transfer of a message or information to a large audience.
2.	In interpersonal communication, the sender and the receiver know each other.	In mass communication, the receivers are unknown to each other.

1.8. List down the types of sentences on the basis of structure and expression.

Ans. Types of Sentences :

i. On the basis of structure :

- a. Simple
- b. Complex
- c. Compound

ii. On the basis of expression :

- a. Assertive :
 - i. Affirmative
 - ii. Negative
- b. Interrogative
- c. Imperative
- d. Exclamatory

1.9. What are the requisites of an effective paragraph ?

Ans. Requisites of an effective paragraph are :

- i. Topic sentence
- ii. Unity

- iii. Coherence
- iv. Emphasis
- v. Logical development of idea

1.10. How is coherence produced in a paragraph ?

Ans. Coherence is the logical linking of idea. There are four significant ways which may help in attaining coherence in a paragraph. These are pronoun reference, repetition, synonyms and connectors.

1.11. Give the name of techniques or methods of paragraph construction ?

Ans. Techniques or methods of paragraph construction :

- i. Inductive
- ii. Deductive
- iii. Spatial
- iv. Linear
- v. Chronological

1.12. Differentiate between deductive and inductive order.

AKTU 2014-15(II), Marks 02

Ans.

S. No.	Deductive order	Inductive order
1.	In deductive order, we have a conclusion reached by reasoning from general laws to a particular case.	In inductive order, an author moves from a particular statement to the general statement.
2.	The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.	The author gives details, arguments or illustrations, which finally leads to the conclusion.

1.13. Define the role of topic sentence in the paragraph.

AKTU 2014-15(II), Marks 02

OR

What is topic sentence ?

AKTU 2016-17(II), Marks 02

Ans. A topic sentence is that part of the paragraph which states its main idea clearly and concisely.

Role of topic sentence :

- 1. It can be found at the beginning or at the end of a paragraph.
- 2. In the former case it defines the theme developed in the rest of the paragraph; while in the latter, it concludes the discussion occupying the paragraph with an inference or a final observation.

1.14. Write the basic requirements of a good sentence.

AKTU 2015-16(I), Marks 02

Ans. Basic requirements of good sentence :

1. Clarity
2. Consistency
3. Economy

1.15. What are the causes of interpersonal barriers ?

AKTU 2015-16(I), Marks 02

Ans. Causes of interpersonal barriers :

1. Limited vocabulary
2. Incongruity of verbal and non-verbal messages
3. Communication selectivity

1.16. With a specific example, illustrate how clarity can be introduced in technical writing ?

AKTU 2016-17(I), Marks 02

Ans. Clarity in technical writing :

1. Choose the word that most clearly conveys the meaning.

For example : The words like slender, thin, skinny have the same meaning but different emotional impact.

2. Always follow this, that, these, and those with a noun.

For example :

Unclear : I will take this.

Clear : I will take this dog.

1.17. Correct the wrongly used underlined words in the following sentences.

- i. Her sufferings have been caused by her negligible attitude to her work.
- ii. We are expected to discharge our sociable responsibilities with sincerity.
- iii. If we dessert our friends, we will lose all self-esteem.
- iv. The journey by car was Quiet comfortable.

AKTU 2016-17(I), Marks 02

Ans.

- i. Her suffering have been caused by her neglectful attitude to her work.
- ii. We are expected to discharge our social responsibilities with sincerity.
- iii. If we desert our friends, we will lose all self-esteem.
- iv. The journey by car was quite comfortable.

1.18. Transform the following sentences as directed :

- i. **He is too fast to be caught by the police. (Remove too)**
- ii. **No other king of India was as great as Akbar.**

(Comparative)

AKTU 2016-17(I), Marks 02

Ans.

- i. He is so fast that the police would not caught him.
- ii. Akbar was greater than any other king of India.

1.19. Transform the following sentences as directed :

- i. **No other metal is as useful as iron. (Comparative).**
- ii. **All desire wealth and some acquire it. (Passive voice).**

AKTU 2017-18(I), Marks 02

Ans.

- i. Iron is more useful than any other metal.
- ii. Wealth is desired by all and is acquired by some.

1.20. What is mass communication ?

AKTU 2016-17(II), Marks 02

Ans.

- i. Mass communication refers to the communication involving large number of people as audience.
- ii. As the messages are meant for large audience the approach is impersonal, also it is persuasive in nature than any other form of communication.

1.21. Define deductive and inductive methods of paragraph writing.

AKTU 2016-17(I), Marks 02

OR

Define deductive method of paragraph writing.

AKTU 2017-18(II), Marks 02

Ans. Deductive method : In deductive method, we have a conclusion reached by reasoning from general laws to a particular case.

Inductive method : In inductive method, an author moves from a particular statement to the general statement.



2

UNIT

Forms of Technical Communication (2 Marks Questions)

2.1. What do you mean by report ?

Ans. A report is a special kind of narrative or systematic compilation of information which has been sought, collected and written on the basis of evidence, containing organized information on a particular topic or analysis of a particular topic.

2.2. Discuss the structure of report.

Ans. **Structure of report :**

- i. Title/cover page
- ii. Preface/acknowledgement
- iii. Letter of transmittal (optional)
- iv. Content table/ illustration's list
- v. Abstract/(Executive) summary
- vi. Introduction
- vii. Methodology
- viii. Analysis/discussion/finding
- ix. Conclusion
- x. Recommendation/suggestion
- xi. Appendices
- xii. References
- xiii. Bibliography

2.3. Define appendices in report.

Ans. Appendices contain additional information which would be too detailed to include in the main body. Typical examples of information included in appendices can be glossaries (if it is a technical report), tables with supporting statistical data, and examples of survey questions or abstracts of previous reports.

2.4. What is technical report ?

Ans. A technical report is a document that describes the process, progress, or results of technical or scientific research or the state of a technical or scientific research problem. It might also include recommendations and conclusions of the research.

2.5. Write down the characteristics of research paper ?

Ans. Characteristics of research paper are :

1. A research paper is the most important form of expository discourse.
2. It is highly stylized.
3. It is objective in nature.
4. The presentation of information is accurate, concise, direct, and unambiguous.
5. A research paper is a documented prose work.

2.6. Define research paper.

Ans. A research paper is a piece of written communication organized to meet the needs of a standard, valid publication. It is therefore highly structured, with distinctive and clearly evident component parts.

2.7. Define conference.

Ans. A conference is a type of business meeting. The level of formality of a meeting varies according to its size and purpose. When two or more people gather in an office to discuss a project, the meeting style will be much less formal than when 30-40 people assemble to learn about a new government ruling.

2.8. Define seminar.

Ans. A seminar is a meeting held for exchange of useful information by members of academia/business/industry. It brings together groups of people from a particular sector for recurring meetings focusing each time on a particular topic.

2.9. What is the purpose of conference ?

Ans. The purpose of a conference is to confer with people having similar interests and to pool their resources, *i.e.*, experiences and opinions.

2.10. Define unity.

Ans. Unity is the principle of oneness. Unity of the paragraph means dealing with one main idea, thought or thesis. In order to maintain the unity of a paragraph only one main thought should be expressed in a single paragraph. The related ideas should be subordinated.

2.11. List some principle of business writing.

Ans. Principles of business writing are :

1. Consideration
2. Clarity
3. Correctness
4. Completeness
5. Concreteness

2.12. Define synopsis.

Ans. A synopsis is a summary of a book that familiarizes the reader with the plot and how it unfolds.

2.13. Why are oral reports important ?**AKTU 2014-15(I), Marks 02****Ans.**

1. In the process of oral report, the receiver gets an opportunity for feedback and clarification.
2. It helps to promote friendly relation between the sender and the receiver of the message.
3. It is extremely useful while communicating with groups at meetings, assemblies etc.

2.14. Explain analytical and informative report.**AKTU 2014-15(II), Marks 02****Ans. Analytical reports :**

1. Analytical reports present data along with an analysis of it.
2. Project reports, feasibility reports and market research reports fall in this category.

Informational reports :

1. An informational report presents facts, situations or problems required to take vital decisions.
2. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

2.15. What is a resume ? Describe its kind.**AKTU 2015-16(I), Marks 02**

Ans. Resume is summary of usually one page long but extend to two pages sometimes. It includes the gist of an individual education, past employment, and skills for the new position.

Kinds of resume :

1. Chronological resume
2. Functional resume
3. Hybrid/combination resume

2.16. What is a proposal ? How solicited proposal is different from unsolicited proposal ?**AKTU 2016-17(I), Marks 02**

Ans. Proposal is an act of proposing, or anything proposed. It is a form of business letter or a formal report written to draw the attention of the public to any issue.

Difference between solicited proposal and unsolicited proposal :

S.No.	Solicited proposal	Unsolicited proposal
1.	A solicited proposal is when the customer asks for a proposal.	An unsolicited proposal is one sent to customers even though they have not asked for it.
2.	It provide the description of what customer wants.	The customer has not anticipated, planned, or budgeted for the proposal.

2.17. Define solicited and unsolicited proposal.**AKTU 2015-16(I), Marks 02**

Ans. **Solicited proposal :** A solicited proposal is when the customer asks for a proposal. They may ask verbally or they may issue a written 'request for proposal' (RFP).

Unsolicited proposal : An unsolicited proposal is one sent to customers even though they have not asked for it because we think they should buy from us or take some action.



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Technical Presentations : Strategies and Techniques (2 Marks Questions)

3.1. What is the purpose of presentation ?

Ans. Purpose of presentation :

- i. To inform (for example, knowledge transfer, classroom instruction).
- ii. To persuade (for example, convincing others to adopt a design approach or accept the results of an evaluation process).

3.2. What are the characteristics of presentation ?

Ans. Characteristics of presentation are :

- i. It should be well adapted to audience.
- ii. It must be planned.
- iii. It should be concise and focused.
- iv. Rehearse and practice the presentation.

3.3. Define classroom presentation.

Ans. A classroom presentation comprise of short discussions, demonstrations and activities related to the given topic.

3.4. What are different types of presentation ?

Ans. Types of presentation are :

- i. Informative presentation
- ii. Persuasive presentation
- iii. Motivational presentation
- iv. Internal presentation
- v. External presentation
- vi. Impromptu presentation
- vii. Planned presentation

3.5. Define individual conferencing.

Ans. Individual conferencing is a critical tool of supervision arranged to facilitate interaction, sharing and feedback between supervisor and supervisee in a systematic, planned and confidential setting.

3.6. What do you mean by public speaking ?

Ans. Public speaking is the process and act of speaking on giving a lecture to a group of people in a structured, deliberate manner intended to inform, influence, or entertain a listening audience.

3.7. Describe the essentials of good public speaking.

Ans. Essentials of good public speaking are :

- i. Clarity of purpose
- ii. Audience awareness
- iii. Familiarity with the location
- iv. Collection and selection of content
- v. Outlining
- vi. Organization of content

3.8. Define impromptu delivery.

Ans. The impromptu or extemporary means done without preparation or planning. The term impromptu speech, means a speech delivered without any preparation *i.e.*, unrehearsed delivery in speech.

3.9. Define quiz.

Ans. A quiz is a game which can also be called a mind sport where the players, either as individuals or in teams attempt to answer question posed to them correctly in order to win a prize.



4

UNIT

Technical Communication Skills (2 Marks Questions)

4.1. Define interview.

Ans. An interview is an interaction between two or more persons in which the interviewer asks the interviewee specific questions in order to assess his/her suitability for recruitment, admission, or promotion.

4.2. What is the objective of interview ?

Ans. Objective of interview are :

- i. To select a person for a specific task.
- ii. To monitor performance.
- iii. To collect information.
- iv. To exchange information.
- v. To counsel.

4.3. Define group discussion.

Ans. In Group Discussions (GDs), a particular number of people (approximately three to eight) meet face to face and, through free oral interaction, develop, share, and discuss ideas.

4.4. How we can improve seminar/presentation skills.

Ans. To improve seminar/presentation skills :

- i. Practice
- ii. Transform nervous energy to enthusiasm
- iii. Attend other presentation
- iv. Arrive early
- v. Meet and greet
- vi. Smile
- vii. Take deep breath

4.5. Define cohesion.

Ans. Cohesion is the property of written text that provides a smooth flow to the text. It refers to the grammatical and lexical links that connect one part of the text to the other.

4.6. Define emphasis.

Ans. Emphasis is a stress given to a word or words when speaking to indicate particular importance.

4.7. What is communicative competence ?

Ans. The ability to understand and use language effectively to communicate in authentic, social and school environments.

4.8. What are the forms of communicative competence ?

Ans. Forms of communicative competence are :

- i. Linguistic
- ii. Strategic
- iii. Socio-linguistic
- iv. Discourse

4.9. Define discourse competence.

Ans. Discourse competence is the knowledge of how to produce and comprehend oral or written texts in the modes of speaking/writing and listening/reading respectively.

4.10. What is strategic competence ?

Ans. Strategic competence is the ability to recognize and repair communication breakdowns before, during or after they occur.



5**UNIT**

Dimensions of Oral Communication and Voice Dynamics

(2 Marks Questions)

5.1. Define code.

Ans. A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person.

5.2. What is content ?

Ans.

- i. The message content, *i.e.*, the message that is selected by the source to express its purpose.
- ii. Content, like codes, has both element and structure. When more than one piece of information is to be presented, they should have some order or structure.

5.3. Define stimulus.

Ans. A stimulus is anything that a person can receive through one of his senses. It is anything that can produce a sensation.

5.4. Define response.

Ans. A response is anything that an individual does as a reaction to the stimulus

5.5. What is encoding process ?

Ans. Encoding is the process of changing the information into some form of logical and coded message.

5.6. What is decoding process ?

Ans. Decoding is the process of converting a message in thoughts.

5.7. Define in brief pitch and syllables.

AKTU 2016-17(I), Marks 02

OR

Define syllable with example.

AKTU 2017-18(II), Marks 02

Ans. **Pitch :** Pitch is a property that allows the ordering of sounds on a frequency-related scale.

Syllable : A syllable is defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sound.

For example :

- i. **On :** on (VC)
- ii. **Upon :** up+on (VCVC)
- iii. **Syllable :** sy+lla+ble (CVCVCVC)

5.8. What are the dimensions of speech ?

Ans. Dimensions of speech :

- i. Accent (way of pronunciation)
- ii. Pitch (Loudness)
- iii. Rhythm (sound pattern achieved by using stress in words)
- iv. Intonation (variation of pitch)

5.9. What are the modes of speech delivery ?

Ans. Four modes of speech delivery :

1. Extemporaneous
2. Manuscript
3. Impromptu
4. Memorization

5.10. Define tone.

Ans. Tone is the movement or level of pitch that is used and it forms the central part of intonation.

5.11. What is stress and intonation ?

AKTU 2015-16(I), Marks 02

OR

Define in brief stress and intonation.

AKTU 2017-18(I), Marks 02

Ans. Stress : Stress is the relative emphasis that may be given to certain syllables in a word, or to certain words in a phrase or sentence. In English, stressed syllables are louder than non-stressed syllables. Also, they are longer and have a higher pitch.

Intonation : The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances.

5.12. Explain how language is an encoding and decoding devices ?

AKTU 2017-18(II), Marks 02

Ans. Language is an encoding and decoding device because it ensures the transition from the meaning the speaker wishes to convey to a set of texts that express this meaning.



B. Tech.
(SEM. I) ODD SEMESTER THEORY
EXAMINATION, 2014-15
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 100

Note : Attempt questions from each section as per the given instruction.

SECTION - A

1. Attempt **all** parts of this question : **(2 × 10 = 20)**
Give answers of each part in about 50 – 75 words.
- a. **What is kinesics ? Explain with examples.**
 - b. **How should we use audio-visual aids while delivering a presentation ?**
 - c. **Why are oral reports important ?**
 - d. **What is the importance of appendix in a research article ?**
 - e. **Use the idioms 'at stake' and 'a slap on the wrist' in your own sentences.**
 - f. **What is an unsolicited job application ? Why do we write it ?**
 - g. **Give synonyms of – 'cajole', 'candid', 'feign' and 'feeble'.**
 - h. **Make sentences using the homophones-'beach' and 'beech' to bring out difference between them.**
 - i. **What is art of condensation ? Why is it needed ?**
 - j. **Describe the characteristics of business letters.**

SECTION - B

2. Attempt any **three** parts of this question. **(10 × 3 = 30)**
Give answers of each part in about 200–300 words.
- a. **Discuss various features of technical communication.**

- b. What are credit letters ? How are they written ?
- c. What are proposals ? Describe various objectives of writing proposals.
- d. Why do we need presentation skills ? Explain.
- e. What are the differences between the methods and aims of science as compared to those of humanities ? Clarify.

SECTION - C

Attempt all questions of this section : (10 × 5 = 50)

Give answers of each question in about 300–500 words :

3. Discuss in detail various barriers to communication.

OR

You are Mahesh Chand. You want to apply for the post of a Marketing Manager in a reputed MNC. Apply for the same along with your resume.

4. How will you plan your presentation ? Discuss with examples.

OR

Discuss the structure of a business letter.

5. Describe various types of reports.

OR

How do we write a research paper ? Illustrate.

6. Discuss in detail various techniques used in paragraph development.

OR

What are various types of proposals ? Describe them.

7. According to Bertrand Russell, which changes are taking place due to scientific technique.

OR

Make a precis of the given passage in about one third of the original length.

In the realm of human conduct and behaviour, Indian movies are an infinite source of ingenuity. All our new fashions related to, the style of our hair, the design of our footwear, cut of clothes we wear, interior decoration of our houses, and even our body language, manners and habits at social and public gatherings, somehow have originated from the film industry. It is there that they first appeared with all the glamour of their freshness and the appeal of

their intense charisma. Nothing ever grows dreary and stale there. Even the most ordinary things are provided with a halo that changes them into objects of exquisite appeal. Dress designers, photographers, hair stylists, shoe companies, manufacturers of articles and of a thousand other varieties of luxury goods, interior designers and other men in different trades look to this industry for direction and inspiration. The science of make-up, is the product of the cinema industry without which it would lose much of its fascination. All such new and wonderful ideas enhance the professional knowledge of the traders and manufacturers and help them meet their customer's demand for newness.

(Words 184).



SOLUTION OF PAPER (2014-15)

Note : Attempt questions from each section as per the given instruction.

SECTION – A

1. Attempt **all** parts of this question : **(2 × 10 = 20)**

Give answers of each part in about 50 – 75 words.

- a. **What is kinesics ? Explain with examples.**

Ans. This question is out of syllabus from session 2019-20.

- b. **How should we use audio-visual aids while delivering a presentation ?**

Ans. This question is out of syllabus from session 2019-20.

- c. **Why are oral reports important ?**

Ans.

1. In the process of oral report, the receiver gets an opportunity for feedback and clarification.
2. It helps to promote friendly relation between the sender and the receiver of the message.
3. It is extremely useful while communicating with groups at meetings, assemblies etc.

- d. **What is the importance of appendix in a research article ?**

Ans. This question is out of syllabus from session 2019-20.

- e. **Use the idioms ‘at stake’ and ‘a slap on the wrist’ in your own sentences.**

Ans. This question is out of syllabus from session 2019-20.

- f. **What is an unsolicited job application ? Why do we write it ?**

Ans. This question is out of syllabus from session 2019-20.

- g. **Give synonyms of – ‘cajole’, ‘candid’, ‘feign’ and ‘feeble’.**

Ans. This question is out of syllabus from session 2019-20.

- h. **Make sentences using the homophones-‘beach’ and ‘beech’ to bring out difference between them.**

Ans. This question is out of syllabus from session 2019-20.

- i. **What is art of condensation ? Why is it needed ?**

Ans. This question is out of syllabus from session 2019-20.

j. Describe the characteristics of business letters.

Ans. This question is out of syllabus from session 2019-20.

SECTION - B

2. Attempt any **three** parts of this question. **(10 × 3 = 30)**
Give answers of each part in about 200–300 words.

a. Discuss various features of technical communication.

Ans. Features of technical communication are :

1. Technical communication has specialised content *i.e.*, specific subject matter. However, technical communication is not communication about a specific technical topic, but about any technical topic.
2. Technical communication is the delivery of technical information to a specific audience in a way which is adapted to the needs, level of understanding and background of the audience.
3. Technical communication has the specific purpose *i.e.*, it is always purposive.
4. It provides organized information that aids in quick decision-making.
5. It disseminates knowledge in oral or written form.

b. What are credit letters ? How are they written ?

Ans. This question is out of syllabus from session 2019-20.

c. What are proposals ? Describe various objectives of writing proposals.

Ans.

1. Proposal is derived from the word “propose” which means “to put forward”, “to suggest”.
2. Proposal is an act of proposing, or anything proposed.
3. It is a form of business letter or a formal report written to draw the attention of the public to any issue.
4. Proposal is nothing but a way to sell one’s ideas.
5. The main objective of writing a proposal is persuasion.
6. It is the first step towards a new business.
7. The aim of a proposal is to bring new benefits to the organization and it may be used within as well as outside the organization.

d. Why do we need presentation skills ? Explain.

Ans. This question is out of syllabus from session 2019-20.

- e. **What are the differences between the methods and aims of science as compared to those of humanities ? Clarify.**

Ans. This question is out of syllabus from session 2019-20.

SECTION - C

Attempt **all** questions of this section : (10 × 5 = 50)

Give answers of each question in about 300–500 words :

- 3. Discuss in detail various barriers to communication.**

Ans. **Barriers to communication are :**

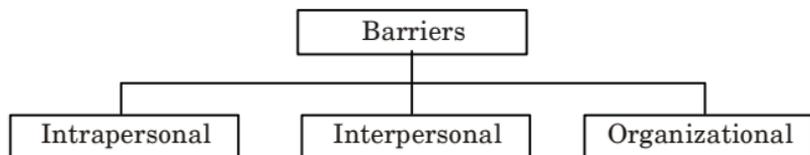


Fig. 1. Three major barriers to communication.

1. Intrapersonal :

- i. These forms of barriers arise owing to reasons arising within the individual.
- ii. Each of us interprets the same data in different ways depending on the way we think.
- iii. A few causes of interpersonal barriers are : wrong assumptions, wrong inferences, varied perceptions, biased categories, differing backgrounds, 'I know it-all attitude'.
- iv. In order to overcome these barriers, one needs to be unbiased, be patient towards others, not assume anything, stick to the subject, listen, and above all summarize the thoughts well.

2. Interpersonal :

- i. These barriers arise due to an inappropriate exchange of words between two or more people.
- ii. The most common reasons for interpersonal barriers are limited vocabulary, mismatching of verbal and non-verbal messages, emotional outbursts, communicating selectively, cultural differences between the sender and receiver, poor listening skills, and noise in the communication channel.

3. Organizational :

- i. There are barriers that are not only limited to an individual or two people but exist in the entire organization.
- ii. Rigid and hierarchical structure usually restricts the flow of communication.
- iii. This is because there are numerous transfer points for communication to flow in the hierarchical systems.

- iv. Each of these points has the potential to disturb the communication flow.
- v. The reasons of organizational barriers are : too many transfer stations; fear of superiors; negative attitude; use of inappropriate media; information overload.

OR

You are Mahesh Chand. You want to apply for the post of a Marketing Manager in a reputed MNC. Apply for the same along with your resume.

Ans.

Cover Letter

Date : 26-05-18
Mr. Ashok Verma,
VP Marketing
Quantum Page Pvt. Ltd.
59/2/7, Site-4, Industrial Area,
Sahibabad, Ghaziabad.

Ref. : Marketing Manager position advertised on Naukri.com
Dear Mr. Ashok Verma,

Please accept my application for the Marketing Manager role advertised in Naukri.com. After reading the job description, I am confident that I would be a perfectly fit for this position as my experience and abilities precisely match your requirements.

As a Quantum Publications Marketing Manager since 2011, I have expertise in making marketing strategies, client relationship management, customer satisfaction and retention, and people management. I possess astute business understanding and I am experienced in contributing to strategic planning, delivering improvements in processes, productivity, and costs. I supervise a sales team of seven members which maintain the profit objectives, and analyze future trends.

Given the opportunity, I'm confident in my ability to achieve similar groundbreaking marketing results for your company. Mr. Verma, I would welcome the chance to discuss your marketing objectives and ways I can help you attain them.

Thank you for your time. I look forward to discuss my application further at an interview.

Yours sincerely,
Mahesh Chand

Enclosure : Resume

Mahesh Chand
A-44A, Sector 25, NOIDA
Mobile : XXX###3056
E-mail : chandumahesh@xyz.com

Objective Statement :

Obtain a position that will enable to use strong sales/marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way.

Career Summary :

10 years experience in developing and executing marketing strategies with the unique ability to understand the ongoing market scenario and customers trends using exceptional marketing communication skills, including :

Strategic planning and strategic leadership.

Decisive : Capable of delivering quick solutions to the marketing challenges.

Extensive work with all sources of media channels.

Result oriented : Ability to achieve target within given time.

Professional Experience :**1. Marketing Manager, Quantum Publications, Ghaziabad, 2011–Present.**

Designed annual marketing plans to achieve the organizational goals and monitored to implementation of marketing strategies.

a. Marketing activities :

- i. Client relationship management.
- ii. Managed the budget of the marketing department.
- iii. Initiated and coordinated advertising campaigns and promotional activities.
- iv. Customer satisfaction and retention.

b. Market research :

- i. Conducting frequent surveys among the customers regarding the requirements of products at present and estimating the requirements in the future.
- ii. Analyzed current market trends and competitor information.

2. Sales Manager, Laxmi Publication, New Delhi, 2005-2011

Developed marketing communication strategies for the launching process of new products and the branding of existing products.

a. Marketing activities :

- i. Prepared the pricing strategy of the product.
- ii. Interacted with media for promotion of the product–Made key messages to attract the customer towards the brand name.
- iii. Selected special products to be displayed at promotional events and exhibitions.

- iv. Negotiated with the suppliers and vendors regarding distribution contracts.

b. Educational qualifications :

- i. MBA degree in marketing.
- ii. Bachelor Degree in Engineering.
- iii. Relevant software knowledge to manage inventory list.

4. How will you plan your presentation ? Discuss with examples.

Ans. This question is out of syllabus from session 2019-20.

OR

Discuss the structure of a business letter.

Ans. This question is out of syllabus from session 2019-20.

5. Describe various types of reports.

Ans. Various types of reports are :

1. Oral reports :

- a. An oral report is a face-to-face communication about something seen, observed, experienced or investigated.
- b. It generally consists of impressions, observations and experiences.

2. Written reports :

- a. A written report is accurate and precise.
- b. A written report provides a permanent record.
- c. There are no chances of distortion of facts while transferring information from one source to another.

3. Short reports :

- a. Short reports can be presented in the form of a letter or a memo.
- b. They are concerned primarily with day-to-day business problems as well as their solutions.

4. Long reports :

- a. Long reports describe a problem in detail.
- b. They include the process of preparing the outline of the topic, collecting data, making a rough draft, logical and organized presentation of facts, thorough revising, editing and preparing the fair draft, etc.
- c. These reports require a deep study of an issue.

5. Formal reports :

- a. A formal report is the result of thorough investigation of a problem or situation.
- b. Formal reports are generally detailed and elaborated.
- c. These reports follow a fixed format.
- d. The length of the report may vary according to the requirement.
- e. Formal reports include informational, analytical, routine, special, technical, project, research reports, etc.

6. Informal reports :

- a. Certain business reports can be short and informal.
- b. In current business dealings, informal reports are more frequent than the formal ones.
- c. Basically, informal reports perform the same function as the formal reports-transmitting information, facts of data to someone for taking decision. For example,
 - i. Memo reports
 - ii. Letter reports

7. Informational reports :

- a. An informational report presents facts, situations or problems required to take vital decisions.
- b. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

8. Analytical reports :

- a. Analytical reports present data along with an analysis of it.
- b. Project reports, feasibility reports and market research reports fall in this category.

9. Routine/Periodic reports :

- a. Routine reports also known as form reports are usually written on a prescribed performa.
- b. The main purpose of these reports is to record the progress of a task, evaluate the performance of its employees and to record the success or failure of a policy.
- c. All the organizations, institutions, companies and research establishments depend on routine reports for various decisions. Some of them are :
 - i. Laboratory reports
 - ii. Progress reports

- iii. Inspection reports
- iv. Production reports
- v. Monthly sales reports
- vi. Annual confidential reports

10. Special reports :

- a. Special reports are written to convey special information related to a single condition, situation, occasion or problem.
- b. These reports do not contain repeated information as they are written about the specific situations. For example,
 - i. Inquiry reports
 - ii. Research reports

OR

How do we write a research paper ? Illustrate.

Ans. Following are the various methods and style of research paper writing :

1. Descriptive design :

- a. It seeks to describe the current status of a variable or phenomenon.
- b. The researcher does not begin with a hypothesis, but typically develops one after the data is collected.
- c. Data collection is mostly observational in nature.

2. Correlational design :

- a. It explores the relationship between variables using statistical analyses.
- b. However, it does not look for cause and effect and therefore, is also mostly observational in terms of data collection.

3. Quasi-experimental design (causal-comparative) :

- a. It seeks to establish a cause-effect relationship between two or more variables.
- b. The researcher does not assign groups and does not manipulate the independent variable.
- c. Control groups are identified and exposed to the variable.
- d. Results are compared with results from groups not exposed to the variable.

4. Experimental designs (true experimentation) :

- a. It uses the scientific method to establish cause-effect relationship among a group of variables in a research study.

- b. Researchers make an effort to control for all variables except the one being manipulated (the independent variable).
- c. The effects of the independent variable on the dependent variable are collected and analyzed for a relationship.

6. Discuss in detail various techniques used in paragraph development.

Ans. Various techniques used in paragraph development are :

1. Inductive order :

- i. In inductive order, an author moves from a particular statement to the general statement. The author gives details, arguments or illustrations, which finally leads to the conclusion.
- ii. A paragraph, that begins with certain information, concludes with a topic sentence is known to be developed using inductive method.

For example : Ram dies, Mohan dies, and they are human beings. Hence, we can say that man is mortal.

2. Deductive order :

- i. In deductive order, we have a conclusion reached by reasoning from general laws to a particular case.
- ii. The topic sentence is the first sentence in the paragraph stating some general statement.
- iii. The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.
- iv. It is the reversal of the logical arrangement of the inductive method.

For example : Man is mortal. Since Ram and Mohan are men, they are mortal.

3. Chronological method or time order :

- i. This is the natural order of narration in which one event leads to another.
- ii. This method is used to document time of an action, event or the steps of an instruction.
- iii. Chronological order is also used to document (write) steps in an instruction.

For example : The documentation of emergency medical services provided by an emergency medical technician chronologically (in order of time) :

1. At 01:15 pm, we arrived at the site and assessed the patient's condition, taking vitals (pulse, respiration etc.).

2. At 01:17 pm after stabilizing the patient, we contacted the hospital and relayed the vitals.
3. By 01:20 pm the patient was given artificial respiration enroute to hospital.
4. At 01:35 pm ambulance arrived at the hospital and hospital staff took over the patient's care.

4. Linear method :

- i. Linear means consisting of lines or one dimensional.
- ii. A logical sequence is followed by the sentences of a paragraph.
- iii. This arrangement can also consist of a system of outlines or enumeration (listing or numbering) of points.

For example :

1. The first step, to curb power theft can be to evolve an effective body of enforcement.
2. The second, to make engineers accountable for the unpaid units.
3. The third, to check the distribution points periodically and unexpectedly etc.

5. Spatial method or space order :

- i. This method helps the reader, to visualize what the writer sees and therefore, it is better to understand the physical qualities of the subject matter.
- ii. The method further helps the reader, to envision the layout of the land, the writer describes or the placement of each component within the machine.
- iii. So, spatial order is the logical division of a subject, on the basis of how they are arranged in order of space or place.

For example :

1. If a technocrat is writing to describe the parts of a machine or a plot of ground, he would like to organize his text spatially *i.e.*, in order of space or place.
2. The writer will describe what he sees as it appears in space - left to right, top to bottom, inside to outside or clockwise.

6. Exposition method :

- i. Exposition is an explanatory writing which can be an incidental part of a description or a narration, or it can be the heart of an article.
- ii. When we read a textbook, the news, magazine articles, or any other types of publications, we are reading expository writing.

When we write answers for an essay test, we use the expository form.

- iii. In an expository paragraph, we give information. We explain a subject, give directions, or show how something happens. In expository writing, linking words like first, second, then, and finally are used to help readers to follow the ideas.

7. Interrupted :

- i. A paragraph break is a single line space or an indentation (or both) marking the division between one paragraph and the next in a body of text. It is also known as a par break.
- ii. Paragraph breaks conventionally serve to signal the transition from one idea to another in a stretch of text, and from one speaker to another in an exchange of dialogue.

OR

What are various types of proposals ? Describe them.

Ans. Various types of proposals are :

1. Short and long proposals :

- i. It is the length of the proposal which determines its size.
- ii. A single author proposal is usually short and different from one, that is, long and has more than five or six authors.

S. No.	Short proposal	Long proposal
1.	Usually, there is one person writing it.	May have up to 30 persons writing it.
2.	There may be no other person with whom to communicate.	Multiple writers have to be updated and kept in the communication loop.
3.	The same person has to decide what and how to write.	Deciding and writing are collaborative exercises of the group.
4.	After writing, the author has to illustrate, format and prepare it herself /himself.	After writing is complete, it is handed over to the illustrators, desktop publishing copy and production staff of the company.
5.	The person has to develop the proposal on her /his own.	As there are more resources available, the process develops the proposal.

2. Solicited and unsolicited proposals :

- i. When a customer/client requires something, that is, not easy to procure from a store/vendor then he/she sends a 'Request

- For Proposal' (RFP), which contains a description of the product(s) / service(s) desired.
- ii. A solicited proposal is one which is sent in response to an RFP.
 - iii. An unsolicited proposal is one sent to customers even though they have not asked for it.
 - iv. When you write a solicited proposal it should contain and conform to the proposal requirements of the customer.
 - v. We should meticulously follow formatting instructions (if specified), provide information about product/services to be delivered by us and deadlines to be met along with other specifications.
 - vi. As far as possible, use language which is similar to the one used by the solicitor and an outline which conforms to the specified guidelines.
 - vii. Similarly, when we write an unsolicited proposal, we should write in a manner which convinces the reader or the review committee that we are competent and qualified to solve their problem or execute their project.

7. According to Bertrand Russell, which changes are taking place due to scientific technique.

Ans. This question is out of syllabus from session 2019-20.

OR

Make a precis of the given passage in about one third of the original length.

In the realm of human conduct and behaviour, Indian movies are an infinite source of ingenuity. All our new fashions related to, the style of our hair, the design of our footwear, cut of clothes we wear, interior decoration of our houses, and even our body language, manners and habits at social and public gatherings, somehow have originated from the film industry. It is there that they first appeared with all the glamour of their freshness and the appeal of their intense charisma. Nothing ever grows dreary and stale there. Even the most ordinary things are provided with a halo that changes them into objects of exquisite appeal. Dress designers, photographers, hair stylists, shoe companies, manufacturers of articles and of a thousand other varieties of luxury goods, interior designers and other men in different trades look to this industry for direction and inspiration. The science of make-up, is the product of

the cinema industry without which it would lose much of its fascination. All such new and wonderful ideas enhance the professional knowledge of the traders and manufacturers and help them meet their customer's demand for newness.

(Words 184).

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. II) EVEN SEMESTER THEORY
EXAMINATION, 2014-15
PROFESSIONAL COMMUNICATION

Time : 3 Hours**Max. Marks : 100**

Note : Do as directed. Missing data if any may be suitably assumed and mentioned. Symbols have their usual meaning.

1. **What do you mean by technical communication ?**
2. **Describe vertical flow of communication.**
3. **Define the role of topic sentence in the paragraph.**
4. **Differentiate between deductive and inductive order.**
5. **Explain analytical and informative report.**
6. **What is 'You Attitude' in writing letters ?**
7. **Distinguish between listening and hearing.**
8. **What do you understand by negotiation skill ?**
9. **Why did according to the men of pre-scientific era, earthquakes occur ?**
10. **What is Bronowski's-argument throughout the essay man and nature ?**

Section-B

Attempt any **three** parts :

(10 × 3 = 30)

1. **Discuss language as a tool of communications.**
2. **What are the requisites of good sentence construction ?**
3. **Define technical report. Discuss various parts of report in its structure.**

4. Explain importance of Kinesics in verbal as well as in non-verbal communication.
5. Differentiate between language of literature and that of science as described by Aldous Huxley in his essay 'The Language of Literature and Science'.

Section - C

Attempt any one of the following : (10 × 5 = 50)

1. a. Enumerate the most common reasons for interpersonal and organizational barriers to communication. Discuss in great detail.
 - b. How is technical writing different from general writing ? Explain with at least two examples in which the former is different from the later.
 - c. How information flows at various levels in an organization ? Explain in detail.
2. a. Describe the basic requirements of paragraph construction.
 - b. "Man's treatment of man has not always been human". Using the sentence as your topic sentence, write paragraph using the deductive method.
 - c. Read the following sentence and remove the ambiguity :
 - i. The policeman noticed the thief when he went by super bazaar.
 - ii. He tried to complete the assignment, but failing.
 - iii. If one's mouth is dry, you should eat a lump of sugar.
 - iv. I forbid you not to enter the room.
 - v. He was a jolly old fellow and he loves to eat.
3. a. You have recently joined company as a technical expert. Write a report to the managing director regarding the need for improvement of the communication system in the company.
 - b. Write a letter of complaint to the police for the worsening of law and order situation in your locality.
 - c. Write a resume for the post of a software engineer in a reputed firm. Invent necessary details.

- 4. a. How you can define the role of paralinguistic features in business presentation ?**
- b. Write short notes on any two of the following :**
- i. Chronemics**
 - ii. Proxemics**
 - iii. Nuances of speech delivery**
- c. What are the reasons of poor listening skill ? How can we improve it ?**
- 5. a. Elucidate the following statement of Barry Commoner in his essay 'Science & Survival' : "the new hazards are neither local nor brief".**
- b. In at least three ways, philosophy functions as a comprehensive sciences, synthesizes the sciences, and it is mother of the sciences. Give a proper explanation of the given line.**
- c. "Nature does what it does, not what we should wish nor yet what we should fear but something bland by unconscious of our existence." Discuss in detail.**



SOLUTION OF PAPER (2014-15)

Note : Do as directed. Missing data if any may be suitably assumed and mentioned. Symbols have their usual meaning.

1. What do you mean by technical communication ?

Ans. Technical communication is the study of the targeted audience and then finding out the best way to present the information.

2. Describe vertical flow of communication.

Ans. **Vertical flow of communication :**

1. Vertical communication is a type of flow of information between members of organisation who are on different levels of its hierarchy.
2. It can be used both in a downward and upward direction.
3. It flows from subordinate to superior and superior to subordinate.

3. Define the role of topic sentence in the paragraph.

Ans. A topic sentence is that part of the paragraph which states its main idea clearly and concisely.

Role of topic sentence :

1. It can be found at the beginning or at the end of a paragraph.
2. In the former case it defines the theme developed in the rest of the paragraph; while in the latter, it concludes the discussion occupying the paragraph with an inference or a final observation.

4. Differentiate between deductive and inductive order.

Ans.

S. No.	Deductive order	Inductive order
1.	In deductive order, we have a conclusion reached by reasoning from general laws to a particular case.	In inductive order, an author moves from a particular statement to the general statement.
2.	The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.	The author gives details, arguments or illustrations, which finally leads to the conclusion.

5. Explain analytical and informative report.

Ans. Analytical reports :

1. Analytical reports present data along with an analysis of it.
2. Project reports, feasibility reports and market research reports fall in this category.

Informational reports :

1. An informational report presents facts, situations or problems required to take vital decisions.
2. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

6. What is 'You Attitude' in writing letters ?

Ans. This question is out of syllabus from session 2019-20.

7. Distinguish between listening and hearing.

Ans. This question is out of syllabus from session 2019-20.

8. What do you understand by negotiation skill ?

Ans. This question is out of syllabus from session 2019-20.

9. Why did according to the men of pre-scientific era, earthquakes occur ?

Ans. This question is out of syllabus from session 2019-20.

10. What is Bronowski's-argument throughout the essay man and nature ?

Ans. This question is out of syllabus from session 2019-20.

Section-B

Attempt any **three** parts :

(10 × 3 = 30)

1. Discuss language as a tool of communications.

Ans.

1. Language is a well-established fact that effective communication is made possible with the help of language.
2. A basic knowledge of the theory of language will certainly help to understand the intricacies of writing and speaking clearly.
3. Language employs a combination of words to communicate ideas in a meaningful way. By changing the word order in a sentence, we can change its meaning, and even make it meaningless.
4. It is very convenient to convey information from one person to the other, from one place to another through medium of language.
5. Human memory cannot retain things for a long time. Language keep things memorial for a long time.

6. Almost everyone learns how to speak and write from their childhood, so they can transmit their idea through language easily.
7. It is tough for everyone to understand the language of body movements. So, man takes shelter of language at last.
8. Language develops through body language, space language, time language, symbols and signals.

2. What are the requisites of good sentence construction ?

Ans. A good sentence consists of many requisites but out of them, three are very important :

1. Clarity :

- i. It is the first and foremost element of a sentence and other two-consistency and economy-come out of it.
- ii. Basic concept of a sentence is : sense is clear ; sentence is clear.
- iii. A clear sense founds a sentence in actual.
- iv. Clarity in a sentence begins back with conception of ideas.
- v. If the idea conceived is clear, it can impart clarity to the sentence.
- vi. Other things that aid to the clarity are : adequate punctuation, clear pronoun reference and correct word order.

2. Consistency : A sentence is called consistent only if it follows certain rules :

- i. It should keep one pattern/method of writing and all other sentences coming forth must follow the same pattern.
- ii. In the periodic pattern, the main clause comes at the end while subordinate clause comes at the first.
- iii. All sentences of the paragraph should follow one style - formal, informal or colloquial to raise up consistency.
- iv. Easy and correct words should be used for the purpose.
- v. Grammatical consistency is absolutely necessary for effective sentences.
- vi. Subjects and verbs should be agreed in number and person.
- vii. Pronouns should agree with their antecedents in gender, number and person.

3. Economy :

- i. Precision is the tool that makes sentences economical.
- ii. An economical sentence keeps as minimum as possible and conveys complete and correct meaning.
- iii. A writer should avoid the following in order to achieve economy in his writing :

- a. Useless repetition
- b. Redundancy

3. Define technical report. Discuss various parts of report in its structure.

Ans.

1. A technical report is an official document that presents fact, their analysis and decisions and recommendations derived on the basis of facts/data collected by an individual.
2. A report is thus the watchword of modern industrial word.
3. All professionals like engineers, scientists prepare their report that helps the executives in decision making.

A report may include the following parts :

1. **Transmittal correspondence :** It is a letter that directs the report to someone. It contains :
 - a. Title of report.
 - b. A statement of when it was requested.
 - c. A very general statement of report's purpose and scope.
 - d. An explanation of problems encountered.
 - e. Acknowledgement of those who helped.
2. **Title page :** It should be well-balanced. It consists of :
 - a. Name of the contents of the report in title.
 - b. Set the left hand margin for the title and all elements at about two inches.
 - c. Use either all caps or initial caps or in bold wherever required.
 - d. Include the writer's name, title, date, the addressee and a report number (if appropriate).
3. **Table of contents**
4. **Summary or abstract :** It's a miniature version of a report. It includes :
 - a. Report's purpose and problem it addresses.
 - b. Major facts on which conclusions are based.
 - c. Recommendations
5. **Introduction :** It includes the background, states the purpose and scope.
6. **Discussion**
7. **Conclusion**

- 4. Explain importance of Kinesics in verbal as well as in non-verbal communication.**

Ans. This question is out of syllabus from session 2019-20.

- 5. Differentiate between language of literature and that of science as described by Aldous Huxley in his essay 'The Language of Literature and Science'.**

Ans. This question is out of syllabus from session 2019-20.

Section - C

Attempt any one of the following : (10 × 5 = 50)

- 1. a. Enumerate the most common reasons for interpersonal and organizational barriers to communication. Discuss in great detail.**

Ans. Common reasons for intrapersonal barriers are :

- 1. Wrong assumptions (suppositions) :**

- i. Many barriers stem from wrong assumptions.
- ii. Wrong assumptions generally occur when the sender and receiver do not have adequate knowledge about each other's background.
- iii. In order to strengthen our skills as a communicator we must try to put our self in the shoes of the listener. This will helps us to prevent wrong assumptions about the receiver.

- 2. Varied perceptions (understanding differently) :**

- i. Different people have different views.
- ii. Individuals in an organization also perceive situations in different ways.
- iii. The best way to overcome this barrier is to take a wider view of the issues.

- 3. Differing backgrounds :**

- i. No two persons have a similar background. People vary in terms of their education, culture, language, environment, age, financial status, etc.
- ii. Our background plays a significant role in how we interpret a message.
- iii. To overcome this barrier one should know the background of his audience and use the information accordingly to deliver his message effectively.

Common reasons for interpersonal barriers are :**1. Limited vocabulary :**

- i. Inadequate vocabulary can be a major hindrance in communication.
- ii. In our communication, the meanings of our words should be absolutely clear to the receiver.
- iii. During our speech if we have less number of words, our communication will be ineffective, and we will leave a poor impression on the audience.

2. Incongruity (mismatch) of verbal and non-verbal messages :

- i. Inappropriateness between verbal and non-verbal messages also causes barrier in communication.
- ii. The difference between the verbal and non-verbal aspects of communication makes the listeners confused and puzzled.
- iii. A communicator should adapt himself to the communication environment, think from the angle of the listener, and then communicate.

3. Communication selectivity :

- i. If we are the receiver in a communication process, and if we are paying attention only to a part of the message, then we are imposing a barrier known as communication selectivity.
- ii. We do this because we are interested only in that part of the message which may be useful to us.
- iii. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

Common reasons for organizational barriers are :

These barriers exist in an entire organization which often disrupt the smooth flow of communication. Some causes of organizational barriers are :

- i. Distractions
- ii. Message overloading
- iii. Sense of insecurity *i.e.*, fear of transfer
- iv. Restrictive environments

b. How is technical writing different from general writing ? Explain with at least two examples in which the former is different from the later.

Ans.

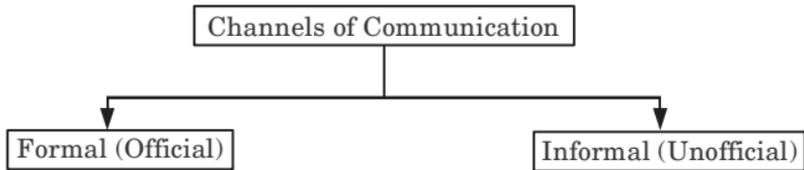
S. No.	Technical writing	General writing
1.	The audience in technical writing is specific.	The audience in general writing is general.
2.	The purpose of technical writing is to inform, to instruct and to persuade.	The purpose of general writing is to entertain, provoke, captivate, educate and inspire.
3.	The style of technical writing is plain, simple, to the point, formal, standard, academic, scientific, precise, familiar.	The style of general writing is informal, artistic, figurative, attractive, and repetitive.
4.	The tone of technical writing is objective.	The tone of general writing is subjective.
5.	The vocabulary used in technical writing is specialized.	The vocabulary used in general writing is general, expressive.
6.	The organization of technical writing is sequential and systematic.	The organization of general writing is arbitrary and artistic.
7.	Technical writing is the outcome of diligence.	General writing is the outcome of natural talent. It is largely inborn.
8.	It emphasizes the dispassionate factual recording of scientific investigation.	It deals primarily with feelings, emotions, opinion and persuasion.
9.	It is scientific.	It is literary and generic.
10.	Its scope is limited to the particular business.	Its scope is wider and touches every walk of life.

For example :

1. Writing any articles related to computer science field comes under technical writing and writing any prose or story which will be published in a local magazine comes under general writing.
2. Writing training manuals related to computer program comes under technical writing and writing any features of the computer program comes under general writing.

c. How information flows at various levels in an organization ? Explain in detail.

Ans. The flows or channels of communication :



1. Informal channels of communication :

- i. Informal channel of communication is also called grapevine.
- ii. It may be helpful in :
 - a. Positive group building.
 - b. As a safety valve for pent up emotions.
 - c. Building up organizational solidarity and harmony.
- iii. Grapevine may be described as, an informal system of information flow, which is very complex, uncontrollable and unpredictable.
- iv. It feeds on rumor and gossip.

2. Formal channels of communication : Four formal channels of communication are :

a. Downward communication :

- i. Downward communication refers to the
 - a. Communication from the higher level in managerial hierarchy to the lower level.
 - b. Communication from decision makers to the workers.
 - c. Communication from seniors to their subordinate employees.
- ii. It involves the transfer of information, instruction, advice, request, feedback and ideas to the subordinate staff.
- iii. The main function of downward communication is providing direction and control.
- iv. A communication from General Manager of a company to the Branch Managers is an example of downward communication.

b. Upward communication :

- i. Upward communication refers to :
 - a. Communication from subordinates to superiors.
 - b. Communication from employees to management.
 - c. Communication from workers to decision makers.

- ii. Upward communication involves the transfer of information, request and feedback from subordinates to their seniors.
- iii. It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.
- iv. It facilitates employee involvement in the decision-making process.
- v. A business report from the Branch Manager of a company to the Managing Director of the company is an example of upward communication.

c. Horizontal or lateral or peer group communication :

- i. It takes place between professional peer groups or people working at the same level of hierarchy.
- ii. It is the communication among workers at the same level.
- iii. The main objectives of horizontal communication are :
 - a. Developing teamwork within an organization.
 - b. Promoting group coordination within an organization.

d. Diagonal or cross-wise communication :

- i. It is the product of modern changes in information technology and management.
- ii. It is a response to market needs that demand speed and efficiency.
- iii. Diagonal communication flows in all directions.
- iv. Diagonal channel occurs between people who do not have to follow rigid norms of communication protocol.

2. a. Describe the basic requirements of paragraph construction.

Ans. The basic requirements of a paragraph construction are :

1. **Unity :** A paragraph is usually built around a topic sentence, a sentence which states the main theme of the paragraph.
2. **Coherence :**
 - i. In a paragraph, every sentence should logically follow from the one preceding it.
 - ii. Thus, every sentence should be linked to the one that went before.
 - iii. This provides coherence to the paragraph and there are four devices which help to build up this coherence, which are as follows :

- a. **Pronouns :** It is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus, it maintains the continuity of thought.
- b. **Repetition :** The repetition of some keywords or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author's point of view. But repetition should be used with care, as too much of it can make the paragraph monotonous.
- c. **Synonyms :** Synonyms are substitutes for words already used and have similar meanings. This device is useful because it helps the writer to avoid excessive repetition.
- d. **Connectives :** These are words or phrases which usually occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Examples of connectives : but, and, or, further, etc.

3. Emphasis :

- i. Emphasis means force or prominence.
- ii. It means making important points stand out in the paragraph.
- iii. It is essential because when a person reads a paragraph, he should know at once what the author is writing about.
- iv. Also, the most important idea should stand out. There are various devices which help to give proper emphasis to significant ideas in a paragraph :

a. Balance :

- i. Balance means to give a statement balance of form, that is, to make various parts of the sentence parallel to one another.
- ii. It can also be used to give equal importance to two or more ideas or statements.
- iii. Thus, balance may involve single words, phrases, clauses, and even whole sentences.

b. Emphatic position :

- i. This device is used to give emphasis to the most important idea in the paragraph.
- ii. The most emphatic portion of the paragraph is the last sentence, and the second most important part is the first sentence.

c. **Space :** This is the most commonly used device, it simply means to give more space to the idea to be emphasizes.

d. **Repetition :** Emphasis may be achieved either by repeating some keywords or by introducing synonyms of

words used earlier. However, this device should be used judiciously.

e. Contrast :

- i. This device states the side of an issue, to emphasize the writer positive point of view.
- ii. This is an important device and should be used with care.

f. Emphatic words : The use of certain words can also emphasize the writer's view point.

g. Metaphors and images : For laying emphasis, the use of striking metaphors and images is a well-known device.

b. "Man's treatment of man has not always been human". Using the sentence as your topic sentence, write paragraph using the deductive method.

Ans. Man's treatment of man has not always been human. Estranged lovers assault and kill their beloved. Throwing acid at the women who has refused to reciprocate the love has become a common thing in our country. These incidents happen even in our premier institutions. Young men are gang raping women without even a sense of remorse. These are a result of the concept developed by human beings that women are lesser creatures than the men and they are an object of man's entertainment.

The objectifying of women is very common in advertisements. Women do the advertisement even for a product aimed at men. All the cultures around the world propounded such distinctions and are even part of the religious teaching. All these led to stereotyping and confining women to household duties and men to outside work. The distinction of human beings into two genders is not the only kind of corruption.

The distinction of men on the basis of colour and caste has also been prevalent since time immemorial. Slave trade was part of all the countries till 1900s. In some countries, black people and Jews were considered equal to dogs. People beat and abuse a rickshaw pullers. People put the blame of an accident on them. But are they less human? People make a distinction between the maids and themselves. People give food to servants in a different plate but eat the food that they cook and use the utensils that they clean. The concept of untouchables and unseeable was the climax of such distinction in our country. All the recent developments and events in the past in our country and others lead us to think that humanity is lost and human beings do not consider the others as equal.

c. Read the following sentence and remove the ambiguity :

- i. **The policeman noticed the thief when he went by super bazaar.**
- ii. **He tried to complete the assignment, but failing.**
- iii. **If one's mouth is dry, you should eat a lump of sugar.**
- iv. **I forbid you not to enter the room.**
- v. **He was a jolly old fellow and he loves to eat.**

Ans.

1. The policeman noticed the thief when he was passing by super bazaar.
2. He tried to complete the assignment, but failed.
3. If one's mouth is dry, one should eat a lump of sugar.
4. I forbid you to enter the room.
5. He was a Jolly old fellow and he loved to eat.

- 3. a. You have recently joined company as a technical expert. Write a report to the managing director regarding the need for improvement of the communication system in the company.**

Ans. To : The Managing Director
From : M. L. Malhotra (Technical Expert)
Date : 21/07/2018

Subject : Improvement of the communication system in the company.

Observation : Personally checked all the departments of the company and found most of them are affected from disturbances in communication system.

Reasons : The networking wires are quite old. Some of them were found disconnected. Beside the machines are worn out and in such condition that cannot be repaired.

Recommendations :

1. The old machines are needed to be replaced with new ones which should be equipped with latest technology.
2. The wires should be changed.
3. An expert system administrator should be appointed to make the system more effective.

- b. Write a letter of complaint to the police for the worsening of law and order situation in your locality.**

Ans. This question is out of syllabus from session 2019-20.

- c. Write a resume for the post of a software engineer in a reputed firm. Invent necessary details.**

Ans.

Gopinath M.C.

Email : gopinath_me@xyz.co.in

Address : 248, Ashok Bhawan

BITS, Pilani

Rajasthan

India – 333031

Objective :

To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work.

To be involved in providing software solutions to enhance network security.

Professional Experience :

Project Trainee (July 2001–December 2001)

Satyam Computer Service Ltd, Hyderabad

Project : Metadata Management System

Description : Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all the details about data marts.

Databases, technologies & languages used : Oracle, Swing, JDBC, Java security, XML, PL/SQL, Java.

Responsibilities :

1. Designed a database in Oracle to hold metadata.
2. Designed an appropriate graphical user interface for the system.
3. Led in the design and development of security system for this application.

Project Details :

Implementation of secure file transfer system (January 2001–May 2001) : It involves the design and implementation of kerberos for file transfer protocol in C language.

Kerberos improves the security of FTP by preventing replay attacks and IP spoofing. It uses DES for encrypting the packet which reduces the processing time when compared with RSA. So, the performance of FTP is not degraded.

Learning Aids Development (January 2001–May 2001) : It involves the design and development of applets for BITS Virtual University. It includes the analysis of security vulnerabilities of applets.

Courses Done :

1. Network security

2. Computer networks
3. Network programming
4. Telecommunication switching systems and networks

Educational Background :

Degree of Examination	Name of the Institution or School	Year	Division
*M.E., Software Systems (First Year)	Birla Institute of Technology and Science, Pilani, Rajasthan	2002-present	
B.E. (Hons), Computer Science	Birla Institute of Technology and Science, Pilani, Rajasthan	1998-2002	First Division with 72 %
Higher Secondary Examination	Bharathi Vidya Bhavan, Erode, Tamil Nadu	1997-1998	Distinction with 97 %

Software Skills :

1. Programming languages : C, C++, Java, PERL and Assembly/Machine language.
2. Technologies : HTML, Java Security, JDBC, Swing, XML, SQL, PL/SQL and GNU Make.
3. Operating Systems : Linux (extensive experience), UNIX, Windows 95/98/NT, DOS.
4. Security experience : Have helped to uncover multiple serious security holes in the LAN network and to build firewalls.

Personal Details :

Date of Birth : 28th April 1981

Martial status : Single

Languages known : English and Tamil

Permanent address : 1329 – A, KK Nagar First Street,

Kalingarayanpalayam, Bhavani,

Erode District, Tamil Nadu, India – 638316.

References :

1. Mr. Munikumar
System Analyst,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India
2. Mr. Sunil Pal
Senior Software Engineer,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

3. Mr. Madhu Manohar
Senior Software Engineer,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

4. a. How you can define the role of paralinguistic features in business presentation ?

Ans. This question is out of syllabus from session 2019-20.

b. Write short notes on any two of the following :

- i. Chronemics**
- ii. Proxemics**
- iii. Nuances of speech delivery**

Ans.

i. & ii. This question is out of syllabus from session 2019-20.

iii. There are four modes of speech delivery :

i. Extemporaneous :

1. Extemporaneous presentation is the most popular and effective method when carefully prepared.
2. When speaking extempore, we must prepare the note beforehand and rehearse our presentation.
3. There is no need to learn every word and line by rote.
4. Our presentation will sound quite spontaneous to the audience, as after thorough preparation, we are speaking while thinking.
5. This is the result of careful planning and exact practice, where we collect the material and organize it carefully.

ii. Manuscript :

1. In manuscript presentation, material is written out and we are supposed to read it out aloud precisely.
2. We are not supposed to memorize the speech and then recollect it.
3. It is there in front of us to read. But, we should be wise enough not to attempt to read a speech until we have become a proficient reader.
4. We could rehearse with a friend or colleague.
5. For effective use of this mode, we should have gone through the material several times beforehand till we become absolutely familiar with the text.
6. We should strive to choose material designed to achieve understanding. Do cultivate familiarity with speech/text.
7. We should know what is written where.

iii. Impromptu :

1. The impromptu mode, is used when we have to deliver an informal speech without preparation.
2. For example, at a formal dinner party we may be invited to deliver a vote of thanks.
3. Do not panic and babble something in an unmethodical way.
4. Instead, calmly state the topic and then preview the points we have to make.
5. Support the points with whatever examples, quotes, and we recall at that time.
6. Then briefly summarize or restate the points and conclude with a smile.
7. Remember, it is not difficult for us to anticipate certain occasions where we may be asked to speak a few words.
8. Be as brief as possible during impromptu presentations.

iv. Memorization :

1. This method of presentation is very difficult for most people.
2. Probably, only a handful of we can actually memorize an entire speech.
3. Usually we memorize only the main parts and are in the habit of writing key words on cards to help us out through the actual presentation.
4. This type of delivery stands somewhere between extemporaneous and manuscript presentation.
5. Speech is written beforehand, then committed to memory, and finally delivered from memory.

c. What are the reasons of poor listening skill ? How can we improve it ?

Ans. This question is out of syllabus from session 2019-20.

5. a. Elucidate the following statement of Barry Commoner in his essay 'Science & Survival' : "the new hazards are neither local nor brief".

Ans. This question is out of syllabus from session 2019-20.

b. In at least three ways, philosophy functions as a comprehensive sciences, synthesizes the sciences, and it is mother of the sciences. Give a proper explanation of the given line.

Ans. This question is out of syllabus from session 2019-20.

- c.** “Nature does what it does, not what we should wish nor yet what we should fear but something bland by unconscious of our existence.” **Discuss in detail.**

Ans. This question is out of syllabus from session 2019-20.



B. Tech.
(SEM. I) ODD SEMESTER THEORY
EXAMINATION, 2015-16
PROFESSIONAL COMMUNICATION

Time : 3 Hours**Max. Marks : 100**

SECTION - A

1. Attempt all parts. All sections carry **equal** marks. Write answer of each part in short. **(2 × 10 = 20)**
- a. **Define solicited and unsolicited proposal.**
- b. **What are the features of technical writing ?**
- c. **What are the main features of a sales letter ?**
- d. **Write the basic requirements of a good sentence.**
- e. **What are the causes of interpersonal barriers ?**
- f. **What is a resume ? Describe its kind.**
- g. **Name three pollutants in the atmosphere.**
- h. **What is the aim of literary language ?**
- i. **Name the major steps in presentation process.**
- j. **What is stress and intonation ?**

SECTION - B

- Attempt any **five** questions from this section. **(10 × 5 = 50)**
2. **Explain the three levels of communication.**
 3. **Enumerate different barriers to communication. Describe intrapersonal barriers briefly.**
 4. **What is technical report ? What is its use for engineers ?**

5. **How does philosophy criticize the sciences, synthesize the sciences and play a role of mother of sciences ? Illustrate.**
6. **Discuss language as a tool for communication.**
7. **What is the importance of audience and locale in formulating presentation strategies for the speaker ? Analyze briefly.**
8. **Point out the features of general writing as contrary to technical writing. Describe briefly.**
9. **Write a short note on paralinguistic and its uses.**

SECTION - C

Answer any **two** questions from this section. (15 × 2 = 30)

- 10 **Write a job application for the post of Manager, Advertising Section, Image and Vision, New Delhi. Enclose your resume.**
11. **'Nature does what it does, not what we should wish'. Critically examine the statement of Bertrand Russell.**
12. **The purity of scientific language is not the same as the purity of literary language. Comment.**



SOLUTION OF PAPER (2015-16)**SECTION - A**

1. Attempt all parts. All sections carry **equal** marks. Write answer of each part in short. **(2 × 10 = 20)**

a. Define solicited and unsolicited proposal.

Ans. Solicited proposal : A solicited proposal is when the customer asks for a proposal. They may ask verbally or they may issue a written 'request for proposal' (RFP).

Unsolicited proposal : An unsolicited proposal is one sent to customers even though they have not asked for it because we think they should buy from us or take some action.

b. What are the features of technical writing ?

Ans. This question is out of syllabus from session 2019-20.

c. What are the main features of a sales letter ?

Ans. This question is out of syllabus from session 2019-20.

d. Write the basic requirements of a good sentence.

Ans. Basic requirements of good sentence :

1. Clarity
2. Consistency
3. Economy

e. What are the causes of interpersonal barriers ?

Ans. Causes of interpersonal barriers :

1. Limited vocabulary
2. Incongruity of verbal and non-verbal messages
3. Communication selectivity

f. What is a resume ? Describe its kind.

Ans. Resume is summary of usually one page long but extend to two pages sometimes. It includes the gist of an individual education, past employment, and skills for the new position.

Kinds of resume :

1. Chronological resume
2. Functional resume
3. Hybrid/combination resume

g. Name three pollutants in the atmosphere.

Ans. This question is out of syllabus from session 2019-20.

h. What is the aim of literary language ?

Ans. This question is out of syllabus from session 2019-20.

i. Name the major steps in presentation process.

Ans. This question is out of syllabus from session 2019-20.

j. What is stress and intonation ?

Ans. Stress : Stress is the relative emphasis that may be given to certain syllables in a word, or to certain words in a phrase or sentence. In English, stressed syllables are louder than non-stressed syllables. Also, they are longer and have a higher pitch.

Intonation : The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances.

SECTION - B

Attempt any **five** questions from this section. **(10 × 5 = 50)**

2. Explain the three levels of communication.

Ans. The three levels of communication are :

1. Extra-personal communication :

- i. Extra-personal communication is a communication between human beings and non-human beings.
- ii. For example, communication between pets (dogs, monkeys, parrots) and their masters.

2. Intrapersonal communication :

- i. Intrapersonal communication takes place within the body of the individual.
- ii. This kind of communication pertains to thinking, which is the basis of information processing.
- iii. Self motivation, self determination takes place at the intrapersonal level.

3. Interpersonal communication :

- i. Interpersonal communication refers to the sharing of information among people.
- ii. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- iii. Interaction among friends and interaction with sales executives are examples of interpersonal communication.

3. Enumerate different barriers to communication. Describe intrapersonal barriers briefly.

Ans. Barriers to communication are :

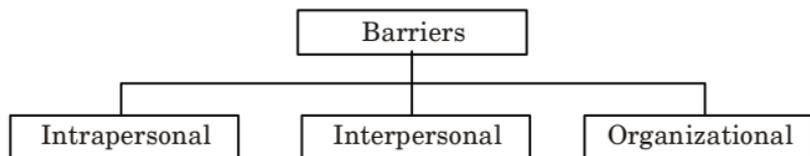


Fig. 1. Three major barriers to communication.

1. Intrapersonal :

- i. These forms of barriers arise owing to reasons arising within the individual.
- ii. Each of us interprets the same data in different ways depending on the way we think.
- iii. A few causes of interpersonal barriers are : wrong assumptions, wrong inferences, varied perceptions, biased categories, differing backgrounds, 'I know it-all attitude'.
- iv. In order to overcome these barriers, one needs to be unbiased, be patient towards others, not assume anything, stick to the subject, listen, and above all summarize the thoughts well.

2. Interpersonal :

- i. These barriers arise due to an inappropriate exchange of words between two or more people.
- ii. The most common reasons for interpersonal barriers are limited vocabulary, mismatching of verbal and non-verbal messages, emotional outbursts, communicating selectively, cultural differences between the sender and receiver, poor listening skills, and noise in the communication channel.

3. Organizational :

- i. There are barriers that are not only limited to an individual or two people but exist in the entire organization.
- ii. Rigid and hierarchical structure usually restricts the flow of communication.
- iii. This is because there are numerous transfer points for communication to flow in the hierarchical systems.
- iv. Each of these points has the potential to disturb the communication flow.
- v. The reasons of organizational barriers are : too many transfer stations; fear of superiors; negative attitude; use of inappropriate media; information overload.

4. What is technical report ? What is its use for engineers ?**Ans.**

1. A technical report is an official document that presents fact, their analysis and decisions and recommendations derived on the basis of facts/data collected by an individual.
2. A report is thus the watchword of modern industrial word.
3. All professionals like engineers, scientists prepare their report that helps the executives in decision making.

A report may include the following parts :

1. **Transmittal correspondence :** It is a letter that directs the report to someone. It contains :
 - a. Title of report.
 - b. A statement of when it was requested.
 - c. A very general statement of report's purpose and scope.
 - d. An explanation of problems encountered.
 - e. Acknowledgement of those who helped.
2. **Title page :** It should be well-balanced. It consists of :
 - a. Name of the contents of the report in title.
 - b. Set the left hand margin for the title and all elements at about two inches.
 - c. Use either all caps or initial caps or in bold wherever required.
 - d. Include the writer's name, title, date, the addressee and a report number (if appropriate).
3. **Table of contents**
4. **Summary or abstract :** It's a miniature version of a report. It includes :
 - a. Report's purpose and problem it addresses.
 - b. Major facts on which conclusions are based.
 - c. Recommendations
5. **Introduction :** It includes the background, states the purpose and scope.
6. **Discussion**
7. **Conclusion**

The uses of report for engineers are as follows :

1. Report reflects the competence of an engineer at work.
2. It helps in solving problems and making decisions.
3. It serves as a major measure of progress and success of an organization.
4. It serves as a good feedback.

5. How does philosophy criticize the sciences, synthesize the sciences and play a role of mother of sciences ? Illustrate.

Ans. This question is out of syllabus from session 2019-20.

6. Discuss language as a tool for communication.

Ans.

1. Language is a well-established fact that effective communication is made possible with the help of language.
2. A basic knowledge of the theory of language will certainly help to understand the intricacies of writing and speaking clearly.
3. Language employs a combination of words to communicate ideas in a meaningful way. By changing the word order in a sentence, we can change its meaning, and even make it meaningless.
4. It is very convenient to convey information from one person to the other, from one place to another through medium of language.
5. Human memory cannot retain things for a long time. Language keep things memorial for a long time.
6. Almost everyone learns how to speak and write from their childhood, so they can transmit their idea through language easily.
7. It is tough for everyone to understand the language of body movements. So, man takes shelter of language at last.
8. Language develops through body language, space language, time language, symbols and signals.

7. What is the importance of audience and locale in formulating presentation strategies for the speaker ? Analyze briefly.

Ans. This question is out of syllabus from session 2019-20.

8. Point out the features of general writing as contrary to technical writing. Describe briefly.

Ans.

S. No.	Technical writing	General writing
1.	The audience in technical writing is specific.	The audience in general writing is general.
2.	The purpose of technical writing is to inform, to instruct and to persuade.	The purpose of general writing is to entertain, provoke, captivate, educate and inspire.
3.	The style of technical writing is plain, simple, to the point, formal, standard, academic, scientific, precise, familiar.	The style of general writing is informal, artistic, figurative, attractive, and repetitive.
4.	The tone of technical writing is objective.	The tone of general writing is subjective.
5.	The vocabulary used in technical writing is specialized.	The vocabulary used in general writing is general, expressive.
6.	The organization of technical writing is sequential and systematic.	The organization of general writing is arbitrary and artistic.
7.	Technical writing is the outcome of diligence.	General writing is the outcome of natural talent. It is largely inborn.
8.	It emphasizes the dispassionate factual recording of scientific investigation.	It deals primarily with feelings, emotions, opinion and persuasion.
9.	It is scientific.	It is literary and generic.
10.	Its scope is limited to the particular business.	Its scope is wider and touches every walk of life.

9. Write a short note on paralinguistic and its uses.**Ans.** This question is out of syllabus from session 2019-20.**SECTION - C**Answer any **two** questions from this section. (15 × 2 = 30)**10 Write a job application for the post of Manager, Advertising Section, Image and Vision, New Delhi. Enclose your resume.****Ans.** This question is out of syllabus from session 2019-20.

11. 'Nature does what is does, not what we should wish'. Critically examine the statement of Bertrand Russell.

Ans. This question is out of syllabus from session 2019-20.

12. The purity of scientific language is not the same as the purity of literary language. Comment.

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. II) EVEN SEMESTER THEORY
EXAMINATION, 2015-16
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 100

Note : Attempt all questions.

1. Attempt any **four** parts of the following : (5 × 4 = 20)
 - i. **Point out the difference between technical communication and general communication. Describe the role of brevity and objectivity in technical communication.**
 - ii. **Explain the causes of interpersonal barriers that render breakdown in the process of communication.**
 - iii. **Prove that language is the carrier of our cultural heritage.**
 - iv. **Describe the principles of business communication.**
 - v. **Describe the process of negotiation. Specify the qualities of a good negotiator.**
 - vi. **Explain the methods of improving comprehension and listening skills ? How do they add to effective speaking ?**
2. Attempt any **two** parts of the following : (2 × 10 = 20)
 - A. **Correct any five of the sentences :** (5 × 2 = 10)
 - i. **Being a hot day I forgot to carry my umbrella.**
 - ii. **This boy is cleverer than the two.**
 - iii. **He is one of those people who knows everything.**
 - iv. **He as well as you are tired of work.**
 - v. **The prisoner was hung till death.**
 - vi. **The school was closed since yesterday.**
 - vii. **I tried but could not prevail him.**
 - viii. **Your medicine has benefitted to me much.**
 - B. **Give the meaning of following homophones and use them in your own words :** (5 × 1 = 5)
 - i. **Coarse, Course**
 - ii. **Stationary, Stationery**
 - iii. **Berth, Birth**
 - iv. **Deceased, Diseased**

- v. Gate, Gait
- C. Give the meaning of any five select words and use them in your own statements : (5 × 1 = 5)
- | | |
|--------------|------------------|
| i. Agility | ii. Adduce |
| iii. Candour | iv. Dexterity |
| v. Gall | vi. Espouse |
| vii. Garner | viii. Obliterate |
3. Attempt any two parts of the following : (10 × 2 = 20)
- i. What are the requisites of good sentence writing? Describe various methods to introduce variety in sentence construction.
- ii. Describe the flow of communication in any organization. How does upward communication promote democratic function in any organization?
- iii. Explain technical style. Specify the suitable ingredients of compatible technical style for professionals. Illustrate.
4. Attempt any two parts of the following : (10 × 2 = 20)
- i. Describe different modes of speech making. Differentiate between extempore and impromptu speech.
- ii. Describe the features of body language. What is the role of eye contact in communication? Elucidate.
- iii. Differentiate between articulation and pronunciation. Illustrate.
5. Attempt any two parts of the following : (10 × 2 = 20)
- i. What is the view of A. Huxley on the use of language in literature and science? Point out its purpose in brief as described by him in his essay.
- ii. What is scientific approach in human activity as laid down by M.E. Prior in his essay?
- iii. Describe the various functions of philosophy in criticizing and synthesizing the findings of different branches of scientific activity as envisaged by A.J. Bahm in his essay.



SOLUTION OF PAPER (2015-16)

Note : Attempt all questions.

1. Attempt any **four** parts of the following : (5 × 4 = 20)

i. **Point out the difference between technical communication and general communication. Describe the role of brevity and objectivity in technical communication.**

Ans. Difference between technical and general communication :

S. No.	Technical communication	General communication
1.	It is composed of some technical information.	It contains a general message.
2.	The information is structured in a predefined format and order.	The information is informal in style and approach.
3.	It is often in written form because of archival value associated with this form.	It is conveyed orally.
5.	It is mostly formal.	It is informal in style and approach.
6.	It follows a set pattern.	It does not follow a set pattern of communication.
8.	It is always for a specific audience.	It is not always for a specific audience.

Role of brevity : The aim of technical writing is to inform. Hence, the style of writing adopted should be brief and provide information in a concise manner.

Role of objectivity : The primary objective of technical writing is to transmit information briefly, clearly and efficiently. Hence, technical writing is objective in content i.e., it should be written in limited words.

ii. **Explain the causes of interpersonal barriers that render breakdown in the process of communication.**

Ans. Common reasons for interpersonal barriers are :

1. **Limited vocabulary :**

- i. Inadequate vocabulary can be a major hindrance in communication.
- ii. In our communication, the meanings of our words should be absolutely clear to the receiver.

- iii. During our speech if we have less number of words, our communication will be ineffective, and we will leave a poor impression on the audience.

2. Incongruity (mismatch) of verbal and non-verbal messages :

- i. Inappropriateness between verbal and non-verbal messages also causes barrier in communication.
- ii. The difference between the verbal and non-verbal aspects of communication makes the listeners confused and puzzled.
- iii. A communicator should adapt himself to the communication environment, think from the angle of the listener, and then communicate.

3. Communication selectivity :

- i. If we are the receiver in a communication process, and if we are paying attention only to a part of the message, then we are imposing a barrier known as communication selectivity.
- ii. We do this because we are interested only in that part of the message which may be useful to us.
- iii. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

iii. Prove that language is the carrier of our cultural heritage.

Ans. This question is out of syllabus from session 2019-20.

iv. Describe the principles of business communication.

Ans. This question is out of syllabus from session 2019-20.

v. Describe the process of negotiation. Specify the qualities of a good negotiator.

Ans. This question is out of syllabus from session 2019-20.

vi. Explain the methods of improving comprehension and listening skills ? How do they add to effective speaking ?

Ans. This question is out of syllabus from session 2019-20.

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

A. Correct any five of the sentences : (5 × 2 = 10)

- i. Being a hot day I forgot to carry my umbrella.
- ii. This boy is cleverer than the two.
- iii. He is one of those people who knows everything.
- iv. He as well as you are tired of work.
- v. The prisoner was hung till death.
- vi. The school was closed since yesterday.

- vii. I tried but could not prevail him.**
viii. Your medicine has benefitted to me much.

Ans.

- i. It being a hot day, I forgot to carry my umbrella.
- ii. This boy is cleverer than the two.
- iii. He is one of those people who know everything.
- iv. He as well as you are tired of work.
- v. The prisoner was hanged till death.
- vi. The school is closed since yesterday.
- vii. I tried but could not prevail him.
- viii. Your medicine has benefitted to me much.

B. Give the meaning of following homophones and use them in your own words : (5 × 1 = 5)

- i. Coarse, Course
- ii. Stationary, Stationery
- iii. Berth, Birth
- iv. Deceased, Diseased
- v. Gate, Gait

Ans. This question is out of syllabus from session 2019-20.

C. Give the meaning of any five select words and use them in your own statements : (5 × 1 = 5)

- i. Agility
- ii. Adduce
- iii. Candour
- iv. Dexterity
- v. Gall
- vi. Espouse
- vii. Garner
- viii. Obliterate

Ans. This question is out of syllabus from session 2019-20.

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

- i. **What are the requisites of good sentence writing? Describe various methods to introduce variety in sentence construction.**

Ans. A good sentence consists of many requisites but out of them, three are very important :

1. Clarity :

- i. It is the first and foremost element of a sentence and other two-consistency and economy-come out of it.
- ii. Basic concept of a sentence is : sense is clear ; sentence is clear.
- iii. A clear sense founds a sentence in actual.
- iv. Clarity in a sentence begins back with conception of ideas.
- v. If the idea conceived is clear, it can impart clarity to the sentence.

vi. Other things that aid to the clarity are : adequate punctuation, clear pronoun reference and correct word order.

2. Consistency : A sentence is called consistent only if it follows certain rules :

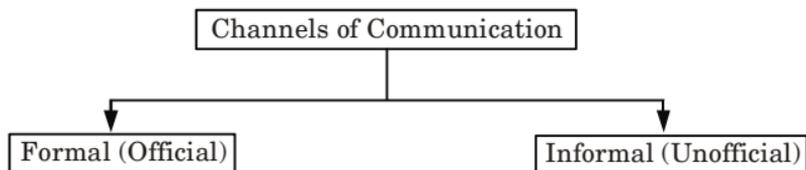
- i. It should keep one pattern/method of writing and all other sentences coming forth must follow the same pattern.
- ii. In the periodic pattern, the main clause comes at the end while subordinate clause comes at the first.
- iii. All sentences of the paragraph should follow one style - formal, informal or colloquial to raise up consistency.
- iv. Easy and correct words should be used for the purpose.
- v. Grammatical consistency is absolutely necessary for effective sentences.
- vi. Subjects and verbs should be agreed in number and person.
- vii. Pronouns should agree with their antecedents in gender, number and person.

3. Economy :

- i. Precision is the tool that makes sentences economical.
- ii. An economical sentence keeps as minimum as possible and conveys complete and correct meaning.
- iii. A writer should avoid the following in order to achieve economy in his writing :
 - a. Useless repetition
 - b. Redundancy

ii. Describe the flow of communication in any organization. How does upward communication promote democratic function in any organization ?

Ans. Information flows in an organization both formally and informally.



1. Formal channels of communication :

- i. It refers to communication that follows the official hierarchy and is required to do one's job.
- ii. Following are the four formal channels of communication :
 - a. Downward communication

- b. Upward communication
- c. Horizontal or lateral or peer group communication
- d. Diagonal or cross-wise communication

2. Informal channels of communication :

- i. Informal channel of communication is also called grapevine.
- ii. It may be helpful in :
 - a. Positive group building.
 - b. As a safety valve for pent up emotions.
 - c. Building up organizational solidarity and harmony.
- iii. Grapevine may be described as, an informal system of information flow, which is very complex, uncontrollable and unpredictable.
- iv. It feeds on rumor and gossip.

Upward communication promoting democratic function in organization :

- i. Upward communication refers to :
 - a. Communication from subordinates to superiors.
 - b. Communication from employees to management.
 - c. Communication from workers to decision makers.
- ii. Upward communication involves the transfer of information, request and feedback from subordinates to their seniors.
- iii. It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.
- iv. It facilitates employee involvement in the decision-making process.
- v. Thus upward communication promotes democratic environment in organizations that gives confidence to employees to state their opinions about the activities that happen in the organization dynamically.

iii. Explain technical style. Specify the suitable ingredients of compatible technical style for professionals. Illustrate.

Ans.

- 1. Style in technical communication is the way one speaks or writes to convey technical information.
- 2. Style in technical communication depends on the audience, the communicative context, and the purpose of communication.

3. Style is formal in a technical report or professional presentation and informal as a personal letter or casual conversation.

Ingredients of compatible technical style for professional are :

1. Accuracy :

- Accuracy demands exactness and precision.
- It includes accuracy of information as well as accuracy of expression.
- One must assure oneself of the accuracy of information before communicating.

2. Brevity :

- It is the quality of being brief but comprehensive in expression.
- Brevity can be achieved by avoiding repetition of words.

3. Clarity :

- Clarity in communication is the quality of being unambiguous and easily understood.
- Clarity is achieved when the communicator has communicated his or her meaning to the reader or listener.

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

i. Describe different modes of speech making. Differentiate between extempore and impromptu speech.

Ans. Different modes of speech making :

There are four modes of speech delivery :

i. Extemporaneous :

- Extemporaneous presentation is the most popular and effective method when carefully prepared.
- When speaking extempore, we must prepare the note beforehand and rehearse our presentation.
- There is no need to learn every word and line by rote.
- Our presentation will sound quite spontaneous to the audience, as after thorough preparation, we are speaking while thinking.
- This is the result of careful planning and exact practice, where we collect the material and organize it carefully.

ii. Manuscript :

- In manuscript presentation, material is written out and we are supposed to read it out aloud precisely.

2. We are not supposed to memorize the speech and then recollect it.
3. It is there in front of us to read. But, we should be wise enough not to attempt to read a speech until we have become a proficient reader.
4. We could rehearse with a friend or colleague.
5. For effective use of this mode, we should have gone through the material several times beforehand till we become absolutely familiar with the text.
6. We should strive to choose material designed to achieve understanding. Do cultivate familiarity with speech/text.
7. We should know what is written where.

iii. Impromptu :

1. The impromptu mode, is used when we have to deliver an informal speech without preparation.
2. For example, at a formal dinner party we may be invited to deliver a vote of thanks.
3. Do not panic and babble something in an unmethodical way.
4. Instead, calmly state the topic and then preview the points we have to make.
5. Support the points with whatever examples, quotes, and we recall at that time.
6. Then briefly summarize or restate the points and conclude with a smile.
7. Remember, it is not difficult for us to anticipate certain occasions where we may be asked to speak a few words.
8. Be as brief as possible during impromptu presentations.

iv. Memorization :

1. This method of presentation is very difficult for most people.
2. Probably, only a handful of us can actually memorize an entire speech.
3. Usually we memorize only the main parts and are in the habit of writing key words on cards to help us out through the actual presentation.
4. This type of delivery stands somewhere between extemporaneous and manuscript presentation.
5. Speech is written beforehand, then committed to memory, and finally delivered from memory.

Difference between extempore and impromptu speech :

S. No.	Extempore speech	Impromptu speech
1.	Extempore presentation is the most popular and effective method when carefully prepared.	The impromptu mode, is used when we have to deliver an informal speech without preparation.
2.	Thorough preparation on our part makes us feel secure and we carry out our responsibility with great assurance.	We get a chance to express our thoughts irrespective of what others think or say about that particular topic.
3.	Extempore mode presents the theme in the best-possible, structured way.	We sound very natural because we do not get enough time to make any elaborate preparation.
4.	It enables one to move freely, with ease.	We are spontaneous as we say what we feel, not what we ought to say.

ii. Describe the features of body language. What is the role of eye contact in communication ? Elucidate.

Ans. This question is out of syllabus from session 2019-20.

iii. Differentiate between articulation and pronunciation. Illustrate.

Ans. This question is out of syllabus from session 2019-20.

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

i. What is the view of A. Huxley on the use of language in literature and science ? Point out its purpose in brief as described by him in his essay.

Ans. This question is out of syllabus from session 2019-20.

ii. What is scientific approach in human activity as laid down by M.E. Prior in his essay ?

Ans. This question is out of syllabus from session 2019-20.

iii. Describe the various functions of philosophy in criticizing and synthesizing the findings of different branches of scientific activity as envisaged by A.J. Bahm in his essay.

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. I) ODD SEMESTER THEORY
EXAMINATION, 2016-17
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 70

Note : Attempt **all** sections. If require any missing data ; then choose suitably.

Section-A

1. Attempt **all** questions in brief. (2 × 7 = 14)
- a. **With a specific example, illustrate how clarity can be introduced in technical writing ?**
- b. **Define in brief pitch and syllable.**
- c. **Correct the wrongly used underlined words in the following sentences.**
- i. Her sufferings have been caused by her negligible attitude to her work.
- ii. We are expected to discharge our sociable responsibilities with sincerity.
- iii. If we dessert our friends, we will lose all self-esteem.
- iv. The journey by car was Quiet comfortable.
- d. **Define deductive and inductive methods of paragraph writing.**
- e. **Transform the following sentences as directed :**
- i. He is too fast to be caught by the police. (Remove too)
- ii. No other king of India was as great as Akbar. (Comparative)
- f. **What is a proposal ? How solicited proposal is different from unsolicited proposal ?**
- g. **How is literature helpful in bringing about social welfare ?**

Section-B

2. Attempt any **three** part of the following : (7 × 3 = 21)

- a. **Technical communication and general communication are poles apart as they differ in all aspects. Elucidate.**
- b. **Write any four rules of word formation and give four examples of each.**
- c. **How many types of reports are there ? Describe all in detail.**
- d. **What suggestion will you give to your friend to improve his listening skills ?**
- e. **How is question of A machine or a self, crucial to an enquiry into the identity of man ? Pin point briefly apropos of J. Bronowski's views.**

Section-C

3. Attempt any **one** part of the following : (5 × 7 = 35)
 - a. **“A free flow of information ensures the success of an organization”. Elaborate this statement in the light of the flow of communication in an organization.**
 - b. **Discuss any three kinds of barriers to communication and substantiate your answer with one example for each.**
4. Attempt any **one** part of the following :
 - a. **What is a paragraph ? What are the components of a good paragraph ? Write in detail.**
- b. i. **Give antonym of the following words :**
 1. Tentative 2. Reward
 3. Capricious 4. Exhume
- ii. **Give synonym of the following words :**
 1. Curtail
 2. Derogatory
 3. Lethargy
 4. Fortitude
- iii. **Add prefix to the following words :**
 1. Fold
 2. Frost
 3. Mature
 4. Clinic
- iv. **Use the following in your own sentences to bring about meaning :**

Prescribe

Proscribe

5. Attempt any **one** part of the following :
- a. **You are working in a manufacturing company. Write a proposal to replace an outdated machine that is no more useful for production. Be imaginative and invent details. Your proposal should include all the sections of proposal as :**
- **Introduction**
 - **Technical section**
 - **Management section**
 - **Cost section**
 - **Conclusion**
- b. **Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.**
6. Attempt any **one** part of the following :
- a. **“Success of a presentation depends on proper audience and locale analysis and proper use of audio visual aids.” Comment.**
- b. **It is not just the body language but other paralinguistic features also which determine the effectiveness of a professional speech or presentation. Comment on this statement and support your views with proper examples.**
7. Attempt any **one** part of the following :
- a. **How does literature share with Science the capacity to formulate concepts as propounded by M.E. Prior in his essay? Elucidate.**
- b. **Summarize Moody. E. Prior’s views on the difference and sameness of science and humanities.**



SOLUTION OF PAPER (2016-17)

Note : Attempt **all** sections. If require any missing data ; then choose suitably.

Section-A

1. Attempt **all** questions in brief. (2 × 7 = 14)
 a. **With a specific example, illustrate how clarity can be introduced in technical writing ?**

Ans. Clarity in technical writing :

1. Choose the word that most clearly conveys the meaning.

For example : The words like slender, thin, skinny have the same meaning but different emotional impact.

2. Always follow this, that, these, and those with a noun.

For example :

Unclear : I will take this.

Clear : I will take this dog.

- b. Define in brief pitch and syllable.**

Ans. **Pitch :** Pitch is a property that allows the ordering of sounds on a frequency-related scale.

Syllable : A syllable is defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sound.

For example :

i. **On :** on (VC)

ii. **Upon :** up+on (VCVC)

iii. **Syllable :** sy+lla+ble (CVCVCVC)

- c. Correct the wrongly used underlined words in the following sentences.**

i. Her sufferings have been caused by her negligible attitude to her work.

ii. We are expected to discharge our sociable responsibilities with sincerity.

iii. If we dessert our friends, we will lose all self-esteem.

iv. The journey by car was Quiet comfortable.

Ans.

i. Her suffering have been caused by her neglectful attitude to her work.

ii. We are expected to discharge our social responsibilities with sincerity.

iii. If we desert our friends, we will lose all self-esteem.

iv. The journey by car was quite comfortable.

d. Define deductive and inductive methods of paragraph writing.

Ans. Deductive method : In deductive method, we have a conclusion reached by reasoning from general laws to a particular case.

Inductive method : In inductive method, an author moves from a particular statement to the general statement.

e. Transform the following sentences as directed :

i. He is too fast to be caught by the police. (Remove too)

ii. No other king of India was as great as Akbar. (Comparative)

Ans.

i. He is so fast that the police would not caught him.

ii. Akbar was greater than any other king of India.

f. What is a proposal ? How solicited proposal is different from unsolicited proposal ?

Ans. Proposal is an act of proposing, or anything proposed. It is a form of business letter or a formal report written to draw the attention of the public to any issue.

Difference between solicited proposal and unsolicited proposal :

S.No.	Solicited proposal	Unsolicited proposal
1.	A solicited proposal is when the customer asks for a proposal.	An unsolicited proposal is one sent to customers even though they have not asked for it.
2.	It provide the description of what customer wants.	The customer has not anticipated, planned, or budgeted for the proposal.

g. How is literature helpful in bringing about social welfare ?

Ans. This question is out of syllabus from session 2019-20.

Section-B

2. Attempt any **three** part of the following : (7 × 3 = 21)

a. Technical communication and general communication are poles apart as they differ in all aspects. Elucidate.

Ans. Difference between technical and general communication :

S. No.	Technical communication	General communication
1.	It is composed of some technical information.	It contains a general message.
2.	The information is structured in a predefined format and order.	The information is informal in style and approach.
3.	It is often in written form because of archival value associated with this form.	It is conveyed orally.
5.	It is mostly formal.	It is informal in style and approach.
6.	It follows a set pattern.	It does not follow a set pattern of communication.
8.	It is always for a specific audience.	It is not always for a specific audience.

b. Write any four rules of word formation and give four examples of each.

Ans. This question is out of syllabus from session 2019-20.

c. How many types of reports are there ? Describe all in detail.

Ans. Various types of reports are :

1. Oral reports :

- An oral report is a face-to-face communication about something seen, observed, experienced or investigated.
- It generally consists of impressions, observations and experiences.

2. Written reports :

- A written report is accurate and precise.
- A written report provides a permanent record.
- There are no chances of distortion of facts while transferring information from one source to another.

3. Short reports :

- Short reports can be presented in the form of a letter or a memo.
- They are concerned primarily with day-to-day business problems as well as their solutions.

4. Long reports :

- Long reports describe a problem in detail.

- b. They include the process of preparing the outline of the topic, collecting data, making a rough draft, logical and organized presentation of facts, thorough revising, editing and preparing the fair draft, etc.
- c. These reports require a deep study of an issue.

5. Formal reports :

- a. A formal report is the result of thorough investigation of a problem or situation.
- b. Formal reports are generally detailed and elaborated.
- c. These reports follow a fixed format.
- d. The length of the report may vary according to the requirement.
- e. Formal reports include informational, analytical, routine, special, technical, project, research reports, etc.

6. Informal reports :

- a. Certain business reports can be short and informal.
- b. In current business dealings, informal reports are more frequent than the formal ones.
- c. Basically, informal reports perform the same function as the formal reports-transmitting information, facts of data to someone for taking decision. For example,
 - i. Memo reports
 - ii. Letter reports

7. Informational reports :

- a. An informational report presents facts, situations or problems required to take vital decisions.
- b. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

8. Analytical reports :

- a. Analytical reports present data along with an analysis of it.
- b. Project reports, feasibility reports and market research reports fall in this category. For example,
 - i. Project reports
 - ii. Feasibility reports
 - iii. Market research reports

9. Routine/Periodic reports :

- a. Routine reports also known as form reports are usually written on a prescribed performa.

- b. The main purpose of these reports is to record the progress of a task, evaluate the performance of its employees and to record the success or failure of a policy.
- c. All the organizations, institutions, companies and research establishments depend on routine reports for various decisions. Some of them are :
 - i. Laboratory reports
 - ii. Progress reports
 - iii. Inspection reports
 - iv. Production reports
 - v. Monthly sales reports
 - v. Annual confidential reports

10. Special reports :

- a. Special reports are written to convey special information related to a single condition, situation, occasion or problem.
- b. These reports do not contain repeated information as they are written about the specific situations. For example,
 - i. Inquiry reports
 - ii. Research reports

d. What suggestion will you give to your friend to improve his listening skills ?

Ans. This question is out of syllabus from session 2019-20.

e. How is question of A machine or a self, crucial to an enquiry into the identity of man ? Pin point briefly apropos of J. Bronowski's views.

Ans. This question is out of syllabus from session 2019-20.

Section-C

3. Attempt any **one** part of the following : (5 × 7 = 35)

a. "A free flow of information ensures the success of an organization". Elaborate this statement in the light of the flow of communication in an organization.

Ans.

1. Information or communication flow within an organization refers to the movement of instructions and communications within an organization.
2. There can be several directions in which it takes place within an organization such as downward, upward, horizontal, diagonal and external.

3. The direction of information within an organization depends on the size, structure and the nature of the business.
4. In the case of most of the traditional organizations, the flow of information occurs in a vertical motion that is in a downward and upward direction. In such situations, the managers give instructions to the subordinates and hence the flow of information travels from an upward to a downward direction.
5. In the case of non-traditional or informal business organizations, like technology start-ups, the flow of information happens mainly in the horizontal and diagonal directions. This form of information happens in the case of organizations with a flat hierarchy and there is the need for some form of collaboration.
6. Also there are some unofficial communications in several organizations like those that occur in the case of company grapevines and this type of information might take place in the case of both formal and informal organizations.
7. The success of an organization depends on the effective and free communication flow that happens between the internal stakeholders and also between the internal and the external stakeholders of the organization.
8. Therefore, there should be effective communication strategies in place for a business to succeed in terms of growth, profitability, and sustainability.

b. Discuss any three kinds of barriers to communication and substantiate your answer with one example for each.

Ans. Barriers to communication are :

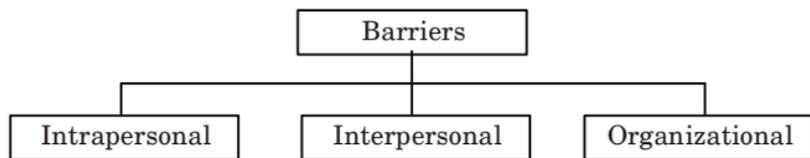


Fig. 1. Three major barriers to communication.

1. Intrapersonal :

- i. These forms of barriers arise owing to reasons arising within the individual.
- ii. Each of us interprets the same data in different ways depending on the way we think.
- iii. A few causes of interpersonal barriers are : wrong assumptions, wrong inferences, varied perceptions, biased categories, differing backgrounds, 'I know it-all attitude'.
- iv. In order to overcome these barriers, one needs to be unbiased, be patient towards others, not assume anything,

stick to the subject, listen, and above all summarize the thoughts well.

2. Interpersonal :

- i. These barriers arise due to an inappropriate exchange of words between two or more people.
- ii. The most common reasons for interpersonal barriers are limited vocabulary, mismatching of verbal and non-verbal messages, emotional outbursts, communicating selectively, cultural differences between the sender and receiver, poor listening skills, and noise in the communication channel.

3. Organizational :

- i. There are barriers that are not only limited to an individual or two people but exist in the entire organization.
- ii. Rigid and hierarchical structure usually restricts the flow of communication.
- iii. This is because there are numerous transfer points for communication to flow in the hierarchical systems.
- iv. Each of these points has the potential to disturb the communication flow.
- v. The reasons of organizational barriers are : too many transfer stations; fear of superiors; negative attitude; use of inappropriate media; information overload.

4. Attempt any **one** part of the following :

a. What is a paragraph ? What are the components of a good paragraph ? Write in detail.

Ans. Paragraph :

1. A paragraph can be defined as a group of sentences or a single sentence that expresses a single idea, supported by evidence in the form of examples, thus forming a unit.
2. It is a group of related sentences that communicate a single idea.
3. It may express an opinion, provide information through the use of facts and details, tell a story, or simply describe a person, a place, or a feeling.
4. Paragraphs indicate the beginning and end of a new idea to the readers, thus helping them to assimilate the contents in an organized manner without much difficulty.

Components of a good paragraph :

1. **Topic sentence :** The topic sentence expresses the main point of the paragraph. The topic sentence is typically the first sentence of the paragraph. It helps the reader to understand what the topic of paragraph is going to be. The purpose of the topic sentence is to

state the main point of the paragraph and to give the paragraph a sense of direction.

2. **Concluding sentence :** The concluding sentence is the ending line of the paragraph. It should restate the main idea of the paragraph.
3. **Adequate development :** It is important to fully develop and discuss the topic of paragraph. If the paragraph is only of 2-3 sentences, there is a good chance that paragraph is not developed enough.

b. i. Give antonym of the following words :

1. Tentative 2. Reward
3. Capricious 4. Exhume

Ans. This question is out of syllabus from session 2019-20.

ii. Give synonym of the following words :

1. Curtail
2. Derogatory
3. Lethargy
4. Fortitude

Ans. This question is out of syllabus from session 2019-20.

iii. Add prefix to the following words :

1. Fold
2. Frost
3. Mature
4. Clinic

Ans. This question is out of syllabus from session 2019-20.

iv. Use the following in your own sentences to bring about meaning :

Prescribe
Proscribe

Ans. This question is out of syllabus from session 2019-20.

5. Attempt any **one** part of the following :

- a. **You are working in a manufacturing company. Write a proposal to replace an outdated machine that is no more useful for production. Be imaginative and invent details. Your proposal should include all the sections of proposal as :**

- **Introduction**
- **Technical section**
- **Management section**
- **Cost section**
- **Conclusion**

Ans.

A REQUEST PROPOSAL ON
REPLACEMENT OF AN OUTDATED MACHINE

Submitted by

Dr. Rajiv Gupta
Associate Professor, Mechanical Engineering

Submitted to

Secretary

Ministry of Manufacturing & Rural
Development Gov. of Rajasthan

Siemens Manufacturing Organisation
Jaipur, Rajasthan

Introduction :

Since after the industrial revolution, several numbers of large industries has been set up with more number of advanced machineries for the different set of operations. Hence the rise of requirement of advanced machines took the greater importance. A large number of industries set up with larger quantities of production. Now for saving man power and time and handling cost, machines were employed.

Technical section :

- i. There is an outdated machine with following data :

S.No.	Machine	Working	Power consumed	Rating
1.	Lathe	18 Hrs/day	2565 kW	2000 kW
			* When machine isn't reliable any more	* At the new condition

- ii. This is the performance data of this outdated machine. This indicates the working of non-reliable machine as compared to the new one.

Management section :

- i. To manage the several manufacturing processes, the following data came into play :

S. No.	Machines	Scheduling	Inventory	Control Analysis
1.	Lathe	9 : 000 AM– 6 : 00 PM 6 : 00 PM – 3 : 00 AM	Storage, packaging, lodging, etc.	Data, info, graph, technical chart

Cost section :

- i. It is fixed that the operating cost of machines is 10 Rs/unit (kW).
- ii. The loss of power incurred or cost is deduced as :

S. No.	Machines	Old machines rating	New machines rating	Loss (Rs.)
1.	Lathe	2565 kW	2000 kW	5650
				S = 5650 Rs

- iii. Hence the loss occurred is Rs. 5650/day of working.

Conclusion :

- i. Due to the loss we are unable to produce the new products with greater ease. The money to purchase new equipments is decreasing.
- ii. To prevent the power loss, new machine with high reliability need to come.
- iii. To prevent machine hazards, it is necessary to bring new machine in replacement with the old one.

b. Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.

Ans. Gopinath M.C.

Email : gopinath_me@xyz.co.in

Address : 248, Ashok Bhawan

BITS, Pilani

Rajasthan

India – 333031

Objective :

To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work.

To be involved in providing software solutions to enhance network security.

Professional Experience :

Project Trainee (July 2001–December 2001)

Satyam Computer Service Ltd, Hyderabad

Project : Metadata Management System

Description : Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all the details about data marts.

Databases, technologies & languages used : Oracle, Swing, JDBC, Java security, XML, PL/SQL, Java.

Responsibilities :

1. Designed a database in Oracle to hold metadata.
2. Designed an appropriate graphical user interface for the system.
3. Led in the design and development of security system for this application.

Project Details :

Implementation of secure file transfer system (January 2001–May 2001) : It involves the design and implementation of kerberos for file transfer protocol in C language.

Kerberos improves the security of FTP by preventing replay attacks and IP spoofing. It uses DES for encrypting the packet which reduces the processing time when compared with RSA. So, the performance of FTP is not degraded.

Learning Aids Development (January 2001–May 2001) : It involves the design and development of applets for BITS Virtual University. It includes the analysis of security vulnerabilities of applets.

Courses Done :

1. Network security
2. Computer networks
3. Network programming
4. Telecommunication switching systems and networks

Educational Background :

Degree of Examination	Name of the Institution or School	Year	Division
*M.E., Software Systems (First Year)	Birla Institute of Technology and Science, Pilani, Rajasthan	2002-present	
B.E. (Hons), Computer Science	Birla Institute of Technology and Science, Pilani, Rajasthan	1998-2002	First Division with 72 %
Higher Secondary Examination	Bharathi Vidya Bhavan, Erode, Tamil Nadu	1997-1998	Distinction with 97 %

Software Skills :

1. Programming languages : C, C++, Java, PERL and Assembly/Machine language.
2. Technologies : HTML, Java Security, JDBC, Swing, XML, SQL, PL/SQL and GNU Make.
3. Operating Systems : Linux (extensive experience), UNIX, Windows 95/98/NT, DOS.
4. Security experience : Have helped to uncover multiple serious security holes in the LAN network and to build firewalls.

Personal Details :

Date of Birth : 28th April 1981
 Martial status : Single
 Languages known : English and Tamil
 Permanent address : 1329 – A, KK Nagar First Street,
 Kalingarayanpalayam, Bhavani,
 Erode District, Tamil Nadu, India – 638316.

References :

1. Mr. Munikumar
 System Analyst,
 Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India
2. Mr. Sunil Pal
 Senior Software Engineer,
 Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

3 Mr. Madhu Manohar

Senior Software Engineer,

Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

6. Attempt any **one** part of the following :

- a. **“Success of a presentation depends on proper audience and locale analysis and proper use of audio visual aids.” Comment.**

Ans. This question is out of syllabus from session 2019-20.

- b. **It is not just the body language but other paralinguistic features also which determine the effectiveness of a professional speech or presentation. Comment on this statement and support your views with proper examples.**

Ans. This question is out of syllabus from session 2019-20.

7. Attempt any **one** part of the following :

- a. **How does literature share with Science the capacity to formulate concepts as propounded by M.E. Prior in his essay ? Elucidate.**

Ans. This question is out of syllabus from session 2019-20.

- b. **Summarize Moody. E. Prior’s views on the difference and sameness of science and humanities.**

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. II) EVEN SEMESTER THEORY
EXAMINATION, 2016-17
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 70

Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.

Section-A

1. Attempt **all** parts of the following questions : (2 × 7 = 14)
- a. **What is topic sentence ?**
 - b. **What is mass communication ?**
 - c. **What is the difference between bibliography and reference ?**
 - d. **What do you mean by active listening ?**
 - e. **Differentiate the homophones using them in your sentences of your own : Maize and Maze**
 - f. **Make plural of the following words :**
 - i. **Crisis**
 - ii. **Phenomenon**
 - g. **Give meaning of the following idioms and used them in your own sentences :**
 - i. **At sixes and sevens**
 - ii. **Blessing in disguise**

Section-B

2. Attempt any **three** of the following question : (7 × 3 = 21)
- a. **Distinguish between upward and downward communication along with its merits and demerits.**
 - b. **What are the techniques used to make a paragraph coherent ?**
 - c. **Write a report on worker's discontent at company's auxilliary unit. Invent necessary details by yourself.**

- d. **What is negotiation ? Describe the characteristics of a good negotiator ?**
- e. **What is a rose ? Answer the question from the point of view of a scientist and a literary artist.**

Section-C

Attempt **all** of the following questions : (7 × 5 = 35)

3. **Comment on body language as a presentation strategy.**

OR

Write a note on paralinguistic features.

4. **What are the causes of interpersonal barriers ?**

OR

What are the distinguishing features of technical communication ?

5. **What aspects of a report are dealt with in 'front matter' and 'back matter' ?**

OR

What are the qualities of a sales letter ? Support your answer with an example.

6. **Write a paragraph using deductive method and underline the topic sentence. (Invent necessary details yourself)**

OR

What are the requisites of sentence construction ?

7. **What are different humanistic and scientific approaches to human activity ?**

OR

Man is a part of nature, in the same sense that a stone is, or a cactus, or a camel. Discuss.



SOLUTION OF PAPER (2016-17)

Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.

Section-A

1. Attempt **all** parts of the following questions : (2 × 7 = 14)

a. **What is topic sentence ?**

Ans. A topic sentence is that part of the paragraph which states its main idea clearly and concisely.

Role of topic sentence :

1. It can be found at the beginning or at the end of a paragraph.
2. In the former case it defines the theme developed in the rest of the paragraph; while in the latter, it concludes the discussion occupying the paragraph with an inference or a final observation.

b. **What is mass communication ?**

Ans.

- i. Mass communication refers to the communication involving large number of people as audience.
- ii. As the messages are meant for large audience the approach is impersonal, also it is persuasive in nature than any other form of communication.

c. **What is the difference between bibliography and reference ?**

Ans. This question is out of syllabus from session 2019-20.

d. **What do you mean by active listening ?**

Ans. This question is out of syllabus from session 2019-20.

e. **Differentiate the homophones using them in your sentences of your own : Maize and Maze**

Ans. This question is out of syllabus from session 2019-20.

f. **Make plural of the following words :**

i. **Crisis**

ii. **Phenomenon**

Ans. This question is out of syllabus from session 2019-20.

g. **Give meaning of the following idioms and used them in your own sentences :**

i. **At sixes and sevens**

ii. **Blessing in disguise**

Ans. This question is out of syllabus from session 2019-20.

Section-B

2. Attempt any **three** of the following question : (7 × 3 = 21)
 a. **Distinguish between upward and downward communication along with its merits and demerits.**

Ans.

Basic components	Upward communication	Downward communication
Direction	It flows from subordinate to superior or from bottom to top.	It flows from superior to subordinate or from top to bottom.
Speed	It is slow or limit consuming as it has to pass through many levels.	It is very swift or consumes less time and is empowered by the authority.
Purpose	It is to provide feedback and give suggestions about how a task has been executed.	It is to give orders for implementing instructions and executing responsibilities.
Nature	It is informative and appellative in nature.	It is authoritative and directive in nature.
Examples	It includes reports, proposals, suggestions grievances, etc.	It includes orders, circulars, notices, etc.

Merits of upward communication :

1. Development of plan.
2. Providing suggestions and opinions.
3. Motivating to employees.
4. Providing constructive suggestion.
5. Good labour-management relationship.

Demerits of upward communication :

1. Changes of information.
2. Unwillingness.
3. Indiscipline.
4. Risk of distortion of messages.
5. Delay.
6. Supervisor's negligence.

Merits of downward communication :

1. Explaining policies.
2. Maintaining discipline.
3. Increasing efficiency.
4. No bypassing.
5. Building good relationship.

Demerits of downward communication :

1. Under communication and over communication.
2. Lack of feedback.
3. Delay in exchanging information.
4. Loss of information.
5. Distortion of information.
6. Creation of resentment.

b. What are the techniques used to make a paragraph coherent ?

Ans. The basic requirements of a paragraph construction are :

1. **Unity :** A paragraph is usually built around a topic sentence, a sentence which states the main theme of the paragraph.

2. **Coherence :**

- i. In a paragraph, every sentence should logically follow from the one preceding it.
- ii. Thus, every sentence should be linked to the one that went before.
- iii. This provides coherence to the paragraph and there are four devices which help to build up this coherence, which are as follows :
 - a. **Pronouns :** It is used as a substitute for a noun, and this always serves as a reminder of the noun in the earlier sentence. Thus, it maintains the continuity of thought.
 - b. **Repetition :** The repetition of some keywords or phrases in the paragraph serves not only to make the paragraph coherent but also to emphasize the author's point of view. But repetition should be used with care, as too much of it can make the paragraph monotonous.
 - c. **Synonyms :** Synonyms are substitutes for words already used and have similar meanings. This device is useful because it helps the writer to avoid excessive repetition.
 - d. **Connectives :** These are words or phrases which usually occur at the beginning of a sentence to show the

relationship between the new sentence and the preceding sentence. Examples of connectives : but, and, or, further, etc.

3. Emphasis :

- i. Emphasis means force or prominence.
- ii. It means making important points stand out in the paragraph.
- iii. It is essential because when a person reads a paragraph, he should know at once what the author is writing about.
- iv. Also, the most important idea should stand out. There are various devices which help to give proper emphasis to significant ideas in a paragraph :

a. Balance :

- i. Balance means to give a statement balance of form, that is, to make various parts of the sentence parallel to one another.
- ii. It can also be used to give equal importance to two or more ideas or statements.
- iii. Thus, balance may involve single words, phrases, clauses, and even whole sentences.

b. Emphatic position :

- i. This device is used to give emphasis to the most important idea in the paragraph.
- ii. The most emphatic portion of the paragraph is the last sentence, and the second most important part is the first sentence.

c. Space : This is the most commonly used device, it simply means to give more space to the idea to be emphasizes.

d. Repetition : Emphasis may be achieved either by repeating some keywords or by introducing synonyms of words used earlier. However, this device should be used judiciously.

e. Contrast :

- i. This device states the side of an issue, to emphasize the writer positive point of view.
- ii. This is an important device and should be used with care.

f. Emphatic words : The use of certain words can also emphasize the writer's view point.

g. Metaphors and images : For laying emphasis, the use of striking metaphors and images is a well-known device.

- c. Write a report on worker's discontent at company's auxilliary unit. Invent necessary details by yourself.**

Ans.

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Ph. 040-27938966/67/79
May 28, 2017

The Directors,
Deccan Engineering Co. Ltd.
Balanagar,
HYDERABAD 500 011.

Report on worker's discontent at the company's auxilliary unit

In accordance with the instruction given to me on May 9, 2017, I visited the auxilliary unit of the company in order to find out the cause and extent of discontent among the workers.

I interviewed supervisors, plant-operators and 25 workers selected at random in this context.

I found out the following facts that are responsible for this trouble :

1. There seems to be widespread discontent amongst workers.
2. Several other personnel pointed out that the number of incidents of breach of discipline and general non-cooperative attitude had gone up considerably. They expressed the view that the situation was deteriorating and that a serious outbreak of misbehaviour might result.
3. The workers, on their part also had some complaints. According to them the supervisors were inadequate, the workers were given long hours on the production line and skilled personnel were not eager to explain the working of the machinery to apprentices.
4. There were other avoidable lapses that the workers resented.
5. The skilled personnel, to save their own time, leave the machines dirty so that the unskilled workers have to clean them.
6. Safety precautions in the machine room are continually being ignored.
7. There is a widespread belief that the rates paid to workers are the lowest in the area.

I am of the opinion that immediate action must be taken to prevent further disturbances. It is also felt that there is evidence that all the complaints are well-founded. In particular, ignoring safety precautions is an offence against the Factories Act and must be stopped.

Regarding pay and allowances, it is necessary to bring to the notice of the workers that our rates compare favourably with those paid to apprentices in other similar units. It is therefore my considered opinion that the following suggestions will go a long way in reducing the discontent :

A special officer may be appointed and he should be asked to draw up a systematic program for the unit.

All supervisors must be strictly advised to keep machinery clean and observe all safety precautions. The Personnel Officer must point out to the workers that the rates of payment enjoyed in this factory are very favourable.

Yours faithfully,

Sd/-
Trivikrama Rao
Company Secretary

d. What is negotiation ? Describe the characteristics of a good negotiator ?

Ans. This question is out of syllabus from session 2019-20.

e. What is a rose ? Answer the question from the point of view of a scientist and a literary artist.

Ans. This question is out of syllabus from session 2019-20.

Section-C

Attempt **all** of the following questions : (7 × 5 = 35)

3. Comment on body language as a presentation strategy.

Ans. This question is out of syllabus from session 2019-20.

OR

Write a note on paralinguistic features.

Ans. This question is out of syllabus from session 2019-20.

4. What are the causes of interpersonal barriers ?

Ans. **Common reasons for interpersonal barriers are :**

1. Limited vocabulary :

- i. Inadequate vocabulary can be a major hindrance in communication.
- ii. In our communication, the meanings of our words should be absolutely clear to the receiver.
- iii. During our speech if we have less number of words, our communication will be ineffective, and we will leave a poor impression on the audience.

2. Incongruity (mismatch) of verbal and non-verbal messages :

- i. Inappropriateness between verbal and non-verbal messages also causes barrier in communication.
- ii. The difference between the verbal and non-verbal aspects of communication makes the listeners confused and puzzled.
- iii. A communicator should adapt himself to the communication environment, think from the angle of the listener, and then communicate.

3. Communication selectivity :

- i. If we are the receiver in a communication process, and if we are paying attention only to a part of the message, then we are imposing a barrier known as communication selectivity.
- ii. We do this because we are interested only in that part of the message which may be useful to us.
- iii. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

OR

What are the distinguishing features of technical communication ?

Ans. Features of technical communication are :

1. Technical communication has specialised content *i.e.*, specific subject matter. However, technical communication is not communication about a specific technical topic, but about any technical topic.
2. Technical communication is the delivery of technical information to a specific audience in a way which is adapted to the needs, level of understanding and background of the audience.
3. Technical communication has the specific purpose *i.e.*, it is always purposive.
4. It provides organized information that aids in quick decision-making.
5. It disseminates knowledge in oral or written form.

5. What aspects of a report are dealt with in 'front matter' and 'back matter' ?

Ans. Various aspects that are dealt with in front matter of reports are :

a. Covers :

A cover page is a very simple, precise, brief way to introduce our report to the reader. This should contain :

1. A large specific title
2. Company name
3. Name of the author(s)
4. Date of the report
5. Relevant picture

b. Title page :

1. A title page will be very similar to our front cover and it repeats the information on the cover, but adds more important details. This may include a report number, date, title, the names and addresses of authors, specific contract information, the name and address of the supervisor, and the name and address of the organization that support the report.
2. The title page is an opportunity to provide specific, detailed information about the document and its authors to its intended audience.

c. Executive summary or abstract :

1. Abstracts are an important element in the business world.
2. This will help a manager learn the main points of our document, and help the reader determine if the entire report is relevant to what they are looking for.
3. Charts and graphs that show factual data are helpful visuals that can be implemented into this section of the document.

d. Table of contents :

1. In any report or analysis, a table of contents is helpful to navigating the report.
2. Some lengthy reports may also include a table of graphs and/or a table of figures.
3. In addition to the summary, this will allow the reader to quickly scan the topics we have covered.

Various aspects that are dealt with in back matter of reports are :

a. Appendix :

1. A page marked 'Appendix' may be inserted to accentuate the division from the discussion.
2. An appendix contains the material, which is related to the main work, but it is not strictly speaking an integral part of the main work.
3. Appendix, in other words, refers to that material, which, if included in the body of the main work, would make the main work less compact and thereby reduce its quality.

b. List of references :

1. In writing reports we will frequently use information from other sources. It is essential to give credit to the sources, which we have used in report. This is done by citing such works in the text and listing them in alphabetical order at the end of the report.

c. Bibliography :

1. A bibliography should list at least the references cited in the body of the report.
2. It may also list other pertinent references of potential benefit to the reader.
3. So, bibliography is a serially numbered list of published or unpublished works on a particular subject, which are consulted before or during the preparation of a report.

d. Glossary :

1. A glossary is an alphabetical listing of specialised terms, along with their definitions.
2. A glossary is essentially useful in a report to be read by both technical and non-technical readers.

e. Index :

1. Index is the last element in the report.
2. It is an alphabetical listing of key words or topics, sub-topics or important concepts and ideas covered in the report and give every page number on which topics or sub-topic or the concept or idea is discussed to an extent.

OR

What are the qualities of a sales letter ? Support your answer with an example.

Ans. This question is out of syllabus from session 2019-20.

6. Write a paragraph using deductive method and underline the topic sentence. (Invent necessary details yourself)

Ans. Man's treatment of man has not always been human. Estranged lovers assault and kill their beloved. Throwing acid at the women who has refused to reciprocate the love has become a common thing in our country. These incidents happen even in our premier institutions. Young men are gang raping women without even a sense of remorse. These are a result of the concept developed by human beings that women are lesser creatures than the men and they are an object of man's entertainment.

The objectifying of women is very common in advertisements. Women do the advertisement even for a product aimed at men. All

the cultures around the world propounded such distinctions and are even part of the religious teaching. All these led to stereotyping and confining women to household duties and men to outside work. The distinction of human beings into two genders is not the only kind of corruption.

The distinction of men on the basis of colour and caste has also been prevalent since time immemorial. Slave trade was part of all the countries till 1900s. In some countries, black people and Jews were considered equal to dogs. People beat and abuse a rickshaw pullers. People put the blame of an accident on them. But are they less human ? People make a distinction between the maids and themselves. People give food to servants in a different plate but eat the food that they cook and use the utensils that they clean. The concept of untouchables and unseeable was the climax of such distinction in our country. All the recent developments and events in the past in our country and others lead us to think that humanity is lost and human beings do not consider the others as equal.

OR

What are the requisites of sentence construction ?

Ans. A good sentence consists of many requisites but out of them, three are very important :

1. Clarity :

- i. It is the first and foremost element of a sentence and other two-consistency and economy-come out of it.
- ii. Basic concept of a sentence is : sense is clear ; sentence is clear.
- iii. A clear sense founds a sentence in actual.
- iv. Clarity in a sentence begins back with conception of ideas.
- v. If the idea conceived is clear, it can impart clarity to the sentence.
- vi. Other things that aid to the clarity are : adequate punctuation, clear pronoun reference and correct word order.

2. Consistency : A sentence is called consistent only if it follows certain rules :

- i. It should keep one pattern/method of writing and all other sentences coming forth must follow the same pattern.
- ii. In the periodic pattern, the main clause comes at the end while subordinate clause comes at the first.
- iii. All sentences of the paragraph should follow one style - formal, informal or colloquial to raise up consistency.
- iv. Easy and correct words should be used for the purpose.
- v. Grammatical consistency is absolutely necessary for effective sentences.

- vi. Subjects and verbs should be agreed in number and person.
- vii. Pronouns should agree with their antecedents in gender, number and person.

3. Economy :

- i. Precision is the tool that makes sentences economical.
- ii. An economical sentence keeps as minimum as possible and conveys complete and correct meaning.
- iii. A writer should avoid the following in order to achieve economy in his writing :
 - a. Useless repetition
 - b. Redundancy

7. What are different humanistic and scientific approaches to human activity ?

Ans. This question is out of syllabus from session 2019-20.

OR

Man is a part of nature, in the same sense that a stone is, or a cactus, or a camel. Discuss.

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. II) EVEN SEMESTER THEORY
EXAMINATION, 2017-18
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 70

Note : 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION - A

1. Attempt all questions in brief : (2 × 7 = 14)
- a. Distinguish between interpersonal and mass communication.
 - b. What do you mean by impromptu speech ?
 - c. Explain how language is an encoding and decoding devices ?
 - d. Define deductive method of paragraph writing.
 - e. What is the role of philosophy in integrating the scientific findings ?
 - f. Find out the root word in the following :
 - i. Overborrowing
 - ii. Nonsense
 - iii. Mismanagement
 - iv. Photography
 - g. Define syllable with example.

SECTION-B

2. Attempt any three of the following : (7 × 3 = 21)
- a. Describe different levels of communication.
 - b. What are the requisites for effective sentence construction ? Describe in detail.
 - c. What are the broader guidelines for drafting a letter of claim or complaint ? Goodluck electronics ordered for thirty Air-

Conditioners to ABC Company Ltd. But on arrival of the consignment, the purchase manager found complaints in at least twelve of them. As purchase manager of Goodluck Electronics write a complaint letter to manager ABC Company Ltd., suggesting the adjustment you seek.

- d. What is Kinesics ? Describe all its components.
- e. How is question of a machine or a self, crucial to an enquiry into the identity of man ? Pin point briefly apropos of J. Bronowski's views.

SECTION-C

3. Attempt any **one** part of the following : (5 × 7 = 35)

a. Bring out difference between technical and general communication.

b. Describe formal and informal channels of communication flow with examples.

4. Attempt any **one** part of the following : (7 × 1 = 7)

a. What is word formation ? Describe rules for framing new words.

b.

1. Choose the correct nouns to make the following sentences grammatically correct : (2)

i. Have you got all the informations/information ?

ii. On my way back I bought four dozen/dozens bananas.

iii. In Shakespearean world even the handkerchiefs/handkerchieves can spell a tragedy.

iv. Her sister-in-laws/sisters-in-law made her life miserable.

2. Fill in the blanks with suitable modal verbs : (2)

i. You _____ stop when the traffic lights are red.

ii. _____ you mind if I borrowed your car.

3. Transform the following sentences as directed : (2)

i. We are too thrilled to express it in words. (Negative)

ii. Vivekananda was one of the most popular Indian saints. (Positive degree)

4. Fill in the blanks with suitable articles wherever required : (1)

i. He thinks that _____ love is what will save us all.

ii. Do you want to go to _____ restaurant where we first met ?

5. Attempt any **one** part of the following : (7 × 1 = 7)
- a. **You are the admission in-charge of Arihant Group of Institutions. Write a report to be submitted to the chairman of the group regarding downfall in admission.**
- b. **Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.**
6. Attempt any **one** part of the following : (7 × 1 = 7)
- a. **What do you mean by attitude ? What are the ways to improve one's attitude ?**
- b. **What is paralanguage ? Does silence also fall under the umbrella of paralanguage ?**
7. Attempt any **one** part of the following : (7 × 1 = 7)
- a. **Discuss briefly how Philosophy functions as a comprehensive science.**
- b. **Even though Science and Literature differ from each other in their preparation and approach, they have something in common. Where does the similarity lie ?**



SOLUTION OF PAPER (2017-18)

Note : 1. Attempt **all** Sections. If require any missing data; then choose suitably.

SECTION - A

1. Attempt **all** questions in brief : (2 × 7 = 14)

a. Distinguish between interpersonal and mass communication.

Ans.

S.No.	Interpersonal communication	Mass communication
1.	Interpersonal communication is transfer of message from one person to another.	Mass communication refers to transfer of a message or information to a large audience.
2.	In interpersonal communication, the sender and the receiver know each other.	In mass communication, the receivers are unknown to each other.

b. What do you mean by impromptu speech ?

Ans. This question is out of syllabus from session 2019-20.

c. Explain how language is an encoding and decoding devices ?

Ans. Language is an encoding and decoding device because it ensures the transition from the meaning the speaker wishes to convey to a set of texts that express this meaning.

d. Define deductive method of paragraph writing.

Ans. **Deductive method :** In deductive method, we have a conclusion reached by reasoning from general laws to a particular case.

e. What is the role of philosophy in integrating the scientific findings ?

Ans. This question is out of syllabus from session 2019-20.

f. Find out the root word in the following :

i. Overborrowing

ii. Nonsense

iii. Mismanagement

iv. Photography

Ans. This question is out of syllabus from session 2019-20.

g. Define syllable with example.

Ans. **Syllable** : A syllable is defined as a unit of sound (pronunciation) with one vowel sound and with or without consonant sound.

For example :

- i. **On** : on (VC)
- ii. **Upon** : up+on (VCVC)
- iii. **Syllable** : sy+lla+ble (CVCVCVC)

SECTION-B

2. Attempt any **three** of the following : (7 × 3 = 21)
a. Describe different levels of communication.

Ans. **Various levels of communication are :**

1. Extra-personal communication :

- i. Extra-personal communication is a communication between human beings and non-human beings.
- ii. For example, communication between pets (dogs, monkeys, parrots) and their masters.

2. Intrapersonal communication :

- i. Intrapersonal communication takes place within the body of the individual.
- ii. This kind of communication pertains to thinking, which is the basis of information processing.
- iii. Self motivation, self determination takes place at the intrapersonal level.

3. Interpersonal communication :

- i. Interpersonal communication refers to the sharing of information among people.
- ii. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- iii. Interaction among friends and interaction with sales executives are examples of interpersonal communication.

4. Organizational communication :

- i. Organizational communication takes place within and outside an organization at different hierarchical levels.
- ii. It is extremely necessary for the sustenance of any organization.

5. Mass communication :

- i. It refers to the communication involving large number of people as audience.

- ii. As the messages are meant for large audience the approach is impersonal, also it is persuasive in nature than any other form of communication.
- iii. For this type of communication we require a mediator such as journals, books, television and newspaper which mediate such communications.

b. What are the requisites for effective sentence construction ? Describe in detail.

Ans. A good sentence consists of many requisites but out of them, three are very important :

1. Clarity :

- i. It is the first and foremost element of a sentence and other two-consistency and economy-come out of it.
- ii. Basic concept of a sentence is : sense is clear ; sentence is clear.
- iii. A clear sense founds a sentence in actual.
- iv. Clarity in a sentence begins back with conception of ideas.
- v. If the idea conceived is clear, it can impart clarity to the sentence.
- vi. Other things that aid to the clarity are : adequate punctuation, clear pronoun reference and correct word order.

2. Consistency : A sentence is called consistent only if it follows certain rules :

- i. It should keep one pattern/method of writing and all other sentences coming forth must follow the same pattern.
- ii. In the periodic pattern, the main clause comes at the end while subordinate clause comes at the first.
- iii. All sentences of the paragraph should follow one style - formal, informal or colloquial to raise up consistency.
- iv. Easy and correct words should be used for the purpose.
- v. Grammatical consistency is absolutely necessary for effective sentences.
- vi. Subjects and verbs should be agreed in number and person.
- vii. Pronouns should agree with their antecedents in gender, number and person.

3. Economy :

- i. Precision is the tool that makes sentences economical.
- ii. An economical sentence keeps as minimum as possible and conveys complete and correct meaning.
- iii. A writer should avoid the following in order to achieve economy in his writing :

- a. Useless repetition
- b. Redundancy

c. What are the broader guidelines for drafting a letter of claim or complaint ? Goodluck electronics ordered for thirty Air-Conditioners to ABC Company Ltd. But on arrival of the consignment, the purchase manager found complaints in at least twelve of them. As purchase manager of Goodluck Electronics write a complaint letter to manager ABC Company Ltd., suggesting the adjustment you seek.

Ans. This question is out of syllabus from session 2019-20.

d. What is Kinesics ? Describe all its components.

Ans. This question is out of syllabus from session 2019-20.

e. How is question of a machine or a self, crucial to an enquiry into the identity of man ? Pin point briefly apropos of J. Bronowski's views.

Ans. This question is out of syllabus from session 2019-20.

SECTION-C

3. Attempt any one part of the following : (5 × 7 = 35)

a. Bring out difference between technical and general communication.

Ans. Difference between technical and general communication :

S. No.	Technical communication	General communication
1.	It is composed of some technical information.	It contains a general message.
2.	The information is structured in a predefined format and order.	The information is informal in style and approach.
3.	It is often in written form because of archival value associated with this form.	It is conveyed orally.
5.	It is mostly formal.	It is informal in style and approach.
6.	It follows a set pattern.	It does not follow a set pattern of communication.
8.	It is always for a specific audience.	It is not always for a specific audience.

b. Describe formal and informal channels of communication flow with examples.

Ans.

1. Formal channels of communication : Four formal channels of communication are :

a. Downward communication :

- i. Downward communication refers to the
 - a. Communication from the higher level in managerial hierarchy to the lower level.
 - b. Communication from decision makers to the workers.
 - c. Communication from seniors to their subordinate employees.
- ii. It involves the transfer of information, instruction, advice, request, feedback and ideas to the subordinate staff.
- iii. The main function of downward communication is providing direction and control.
- iv. A communication from General Manager of a company to the Branch Managers is an example of downward communication.

b. Upward communication :

- i. Upward communication refers to :
 - a. Communication from subordinates to superiors.
 - b. Communication from employees to management.
 - c. Communication from workers to decision makers.
- ii. Upward communication involves the transfer of information, request and feedback from subordinates to their seniors.
- iii. It promotes better working relationships within an organization by giving the subordinate staff opportunities to share their views and ideas with their supervisors.
- iv. It facilitates employee involvement in the decision-making process.
- v. A business report from the Branch Manager of a company to the Managing Director of the company is an example of upward communication.

c. Horizontal or lateral or peer group communication :

- i. It takes place between professional peer groups or people working at the same level of hierarchy.
- ii. It is the communication among workers at the same level.

- iii. The main objectives of horizontal communication are :
 - a. Developing teamwork within an organization.
 - b. Promoting group coordination within an organization.

d. Diagonal or cross-wise communication :

- i. It is the product of modern changes in information technology and management.
- ii. It is a response to market needs that demand speed and efficiency.
- iii. Diagonal communication flows in all directions.
- iv. Diagonal channel occurs between people who do not have to follow rigid norms of communication protocol.

2. Informal channels of communication :

- i. Informal channel of communication is also called grapevine.
- ii. It may be helpful in :
 - a. Positive group building.
 - b. As a safety valve for pent up emotions.
 - c. Building up organizational solidarity and harmony.
- iii. Grapevine may be described as, an informal system of information flow, which is very complex, uncontrollable and unpredictable.
- iv. It feeds on rumor and gossip.

4. Attempt any **one** part of the following : (7 × 1 = 7)

a. What is word formation ? Describe rules for framing new words.

Ans. This question is out of syllabus from session 2019-20.

b.

1. Choose the correct nouns to make the following sentences grammatically correct : (2)

- i. Have you got all the informations/information ?
- ii. On my way back I bought four dozen/dozens bananas.
- iii. In Shakespearean world even the handkerchiefs/handkerchieves can spell a tragedy.
- iv. Her sister-in-laws/sisters-in-law made her life miserable.

2. Fill in the blanks with suitable modal verbs : (2)

- i. You _____ stop when the traffic lights are red.
- ii. _____ you mind if I borrowed your car.

3. Transform the following sentences as directed : (2)

- i. We are too thrilled to express it in words. (Negative)

ii. Vivekananda was one of the most popular Indian saints. (Positive degree)

4. Fill in the blanks with suitable articles wherever required : (1)

i. He thinks that _____ love is what will save us all.

ii. Do you want to go to _____ restaurant where we first met ?

Ans. This question is out of syllabus from session 2019-20.

5. Attempt any **one** part of the following : (7 × 1 = 7)

a. You are the admission in-charge of Arihant Group of Institutions. Write a report to be submitted to the chairman of the group regarding downfall in admission.

Ans. Graph show the number of admission (in Thousand) in Arihant Group of Institution since last 5 years :

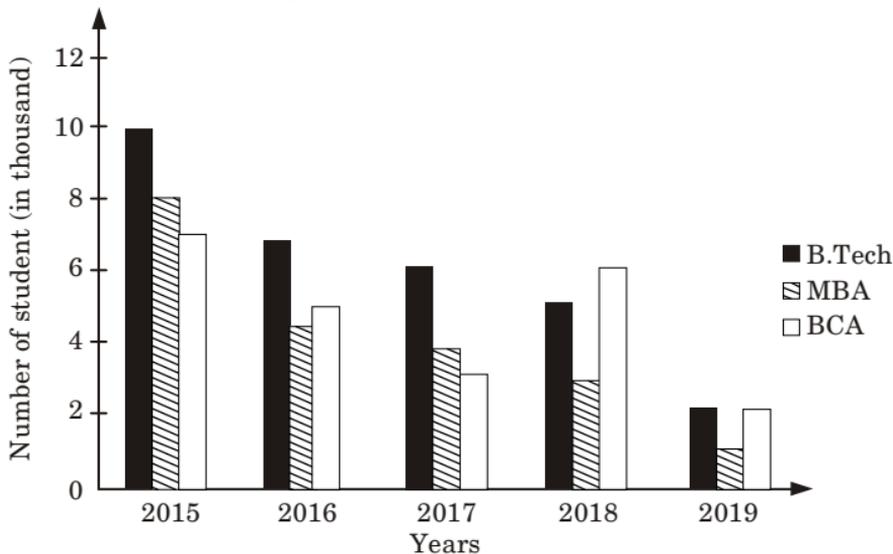


Fig. 1.

Reason for this decline of admission in Arihant Group of Institution :

1. Lack of quality in the education :

- According to the director, we are not providing good quality of education to our students.
- The lack of quality is the most important reason behind this decline and also mentioned that government should instead focus more on improving the secondary education at school level.

2. Decline in campus recruitment :

- According to a recent study, over 80% of the engineering graduates in India are unemployed.

- b. This is very much evident due to a significant skill gap in the country.
 - c. The report highlighted the need for an upgraded education and training system in India.
 - d. It has been observed that companies often complain that they do not get the necessary skills and talent required for a job.
- 3. Closure of several technical institutions in the country :**
Due to lack of filling of seats, many technical institutions have already been closed which gives an indication of the current scenario of engineering courses to the aspirants while planning to choose their degree course.
- 4. Absent of best faculty in our institute :** One of the reason behind decline is the severe shortage of qualified and trained faculties in our colleges.
- 5. Willingness to experiment :**
- a. We do not provide practical knowledge to our student due to lack of experimental activities.
 - b. Instead of following the traditional courses blindly, most of the students are now trying out other courses which are not provided by our institution.

Suggestion for the improvement in admission :

1. Alumni connect :

- a. Most of the educational institutes fail to connect alumni with prospective students.
- b. Institute can have a head alumni group which can communicate with prospective students and also have discussion forum in linkedin / Facebook.
- c. Such group can be joined by prospective students to resolve their queries.

2. Articles / success story sharing :

- a. Existing students and alumni like to share their success stories with the world.
- b. In case of Animation or Training institute, existing students can share their internship or live project experience with the world.

3. Simplified admission process :

- a. Admission process is important touch point for the prospective students. Simplified process helps them to build good perception of the institute.
- b. Online Admission process should be executed in such a way that it continuously sends alerts about admissions, merit list,

wait list, cutoff criteria, entrance exam dates via email and SMS.

c. Improved digital communication can help to attract more students.

4. Provide more actual data about the placement : Our institution can provide actual data of the placed student from our college and also provide the year wise list of candidates who get placed in different company.

b. Resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements.

Ans. Gopinath M.C.

Email : gopinath_me@xyz.co.in

Address : 248, Ashok Bhawan

BITS, Pilani

Rajasthan

India – 333031

Objective :

To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work.

To be involved in providing software solutions to enhance network security.

Professional Experience :

Project Trainee (July 2001–December 2001)

Satyam Computer Service Ltd, Hyderabad

Project : Metadata Management System

Description : Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all the details about data marts.

Databases, technologies & languages used : Oracle, Swing, JDBC, Java security, XML, PL/SQL, Java.

Responsibilities :

1. Designed a database in Oracle to hold metadata.
2. Designed an appropriate graphical user interface for the system.
3. Led in the design and development of security system for this application.

Project Details :

Implementation of secure file transfer system (January 2001–May 2001) : It involves the design and implementation of kerberos for file transfer protocol in C language.

Kerberos improves the security of FTP by preventing replay attacks and IP spoofing. It uses DES for encrypting the packet which reduces the processing time when compared with RSA. So, the performance of FTP is not degraded.

Learning Aids Development (January 2001–May 2001) : It involves the design and development of applets for BITS Virtual University. It includes the analysis of security vulnerabilities of applets.

Courses Done :

1. Network security
2. Computer networks
3. Network programming
4. Telecommunication switching systems and networks

Educational Background :

Degree of Examination	Name of the Institution or School	Year	Division
*M.E., Software Systems (First Year)	Birla Institute of Technology and Science, Pilani, Rajasthan	2002-present	
B.E. (Hons), Computer Science	Birla Institute of Technology and Science, Pilani, Rajasthan	1998-2002	First Division with 72 %
Higher Secondary Examination	Bharathi Vidya Bhavan, Erode, Tamil Nadu	1997-1998	Distinction with 97 %

Software Skills :

1. Programming languages : C, C++, Java, PERL and Assembly/ Machine language.
2. Technologies : HTML, Java Security, JDBC, Swing, XML, SQL, PL/SQL and GNU Make.
3. Operating Systems : Linux (extensive experience), UNIX, Windows 95/98/NT, DOS.
4. Security experience : Have helped to uncover multiple serious security holes in the LAN network and to build firewalls.

Personal Details :

Date of Birth : 28th April 1981

Martial status : Single

Languages known : English and Tamil
Permanent address : 1329 – A, KK Nagar First Street,
Kalingarayanpalayam, Bhavani,
Erode District, Tamil Nadu, India – 638316.

References :

1. Mr. Munikumar
System Analyst,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India
2. Mr. Sunil Pal
Senior Software Engineer,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India
- 3 Mr. Madhu Manohar
Senior Software Engineer,
Satyam Computer Services Ltd., Hyderabad, Andhra Pradesh, India

6. Attempt any **one** part of the following : (7 × 1 = 7)

- a. **What do you mean by attitude ? What are the ways to improve one's attitude ?**

Ans. This question is out of syllabus from session 2019-20.

- b. **What is paralanguage ? Does silence also fall under the umbrella of paralanguage ?**

Ans. This question is out of syllabus from session 2019-20.

7. Attempt any **one** part of the following : (7 × 1 = 7)

- a. **Discuss briefly how Philosophy functions as a comprehensive science.**

Ans. This question is out of syllabus from session 2019-20.

- b. **Even though Science and Literature differ from each other in their preparation and approach, they have something in common. Where does the similarity lie ?**

Ans. This question is out of syllabus from session 2019-20.



B.Tech.
(SEM. I) ODD SEMESTER THEORY
EXAMINATION, 2017-18
PROFESSIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 70

Note : Attempt **all** Sections. If require any missing data ; then choose suitably.

SECTION-A

1. Attempt **all** questions in brief. (2 × 7 = 14)
- a. **Discuss the main features of technical communication.**
- b. **Transform the following sentences as directed :**
- i. **No other metal is as useful as iron. (Comparative).**
- ii. **All desire wealth and some acquire it. (Passive voice).**
- c. **What do you mean by a letter of claim ?**
- d. **Define in brief stress and intonation.**
- e. **Name three pollutants in the atmosphere.**
- f. **Use the following in your own sentences to bring about meaning :**
- i. **Canon**
- ii. **Cannon**
- g. **What is the aim of literary language ?**
- h. **What are credit letters ? How are they written ?**

SECTION-B

2. Attempt any **three** of the following : (7 × 3 = 21)
- a. **“Language is a tool of communication but there are exceptions too”. Explain with your original comments.**
- b. **Write any four rules of word formation and give four examples of each.**

- c. **Write a claim letter to the supplier of computer systems based at Noida to compensate the loss to 30 computer systems in the transit. Invent necessary details.**
- d. **What are the paralinguistic features of voice ? Distinguish voice modulation from tone-modulation apropos their uses in speech-delivery.**
- e. **How could philosophy be termed as the mother of sciences ? Critically analyze in light of A.J. Bahm's views in his essay.**

SECTION-C

3. Attempt any **one** part of the following : (7 × 1 = 7)
 - a. **What do you mean by barriers to communication ? Illustrate.**
 - b. **Define communication. Describe the various levels of communication which take place in human communication.**
4. Attempt any **one** part of the following : (7 × 1 = 7)
 - a. **What are devices for developing a paragraph ? Write briefly.**
 - b. **Correct the following sentences :**
 - i. **She is the wisest of the two.**
 - ii. **I prefer walking than swimming.**
 - iii. **I asked him that why he was late.**
 - iv. **If it will rain, I shall stay at home.**
 - v. **He as well as you is tired of work.**
 - vi. **One should be very attentive to his duty.**
 - vii. **No sooner did I saw the tiger than I ran away.**
5. Attempt any **one** part of the following : (7 × 1 = 7)
 - a. **What are salient features of resume ? Write a short resume for the post of technical executive in T.C.S. at Delhi. Invent necessary details to write a compact and impressive professional C.V.**
 - b. **What is report ? How many types of reports are there ? Describe all in detail.**
6. Attempt any **one** part of the following : (7 × 1 = 7)
 - a. **Describe process of negotiation. Specify the qualities of a good negotiator.**

- b. What is the role of body language in making the oral presentation effective ?**
- 7. Attempt any one part of the following : (7 × 1 = 7)**
- a. “The purity of scientific language is not the same as the purity of literary language” comment.**
- b. “Nature does what it does, not what we should wish”. Critically examine the statement of Bertrand Russell.**



SOLUTION OF PAPER (2017-18)

Note : Attempt **all** Sections. If require any missing data ; then choose suitably.

SECTION-A

1. Attempt **all** questions in brief. (2 × 7 = 14)

a. Discuss the main features of technical communication.

Ans. Main features of technical communication are :

1. Accuracy of expressions
2. Brevity
3. Clarity
4. Objectivity
5. Comprehensiveness

b. Transform the following sentences as directed :

i. No other metal is as useful as iron. (Comparative).

ii. All desire wealth and some acquire it. (Passive voice).

Ans.

- i. Iron is more useful than any other metal.
- ii. Wealth is desired by all and is acquired by some.

c. What do you mean by a letter of claim ?

Ans. This question is out of syllabus from session 2019-20.

d. Define in brief stress and intonation.

Ans. **Stress :** Stress is the relative emphasis that may be given to certain syllables in a word, or to certain words in a phrase or sentence. In English, stressed syllables are louder than non-stressed syllables. Also, they are longer and have a higher pitch.
Intonation : The intonation in a language refers to the patterns of pitch variation or the tones it uses in its utterances.

e. Name three pollutants in the atmosphere.

Ans. This question is out of syllabus from session 2019-20.

f. Use the following in your own sentences to bring about meaning :

i. Canon

ii. Cannon

Ans. This question is out of syllabus from session 2019-20.

g. What is the aim of literary language ?

Ans. This question is out of syllabus from session 2019-20.

h. What are credit letters ? How are they written ?

Ans. This question is out of syllabus from session 2019-20.

SECTION-B

2. Attempt any **three** of the following : (7 × 3 = 21)

a. "Language is a tool of communication but there are exceptions too". Explain with your original comments.

Ans.

1. Human communicates with language.
2. Though, language is not the only means of communication. Whenever communication is thought of we always associate it with language.
3. Language is a vehicle that we use in presenting our ideas, thoughts, feelings, opinions to the world. But many times, we are unable to put our thoughts exactly in the same way as they appear in our mind.
4. No word can transmit the exact reality. The same word can mean different realities at different times.
5. For example, the meaning of 'love' for people at the age of 21 is different as compared with love understood by people at 40 or 60 years of age.
6. This shortcoming can be overcome by using non-verbal cues to explain things better or use graphics pictures or audio-visual recordings.
7. That's why it is said that language is considered as tool of communication but there are exceptions.

b. Write any four rules of word formation and give four examples of each.

Ans. This question is out of syllabus from session 2019-20.

c. Write a claim letter to the supplier of computer systems based at Noida to compensate the loss to 30 computer systems in the transit. Invent necessary details.

Ans. This question is out of syllabus from session 2019-20.

d. What are the paralinguistic features of voice ? Distinguish voice modulation from tone-modulation apropos their uses in speech-delivery.

Ans. This question is out of syllabus from session 2019-20.

- e. How could philosophy be termed as the mother of sciences ? Critically analyze in light of A.J. Bahm's views in his essay.**

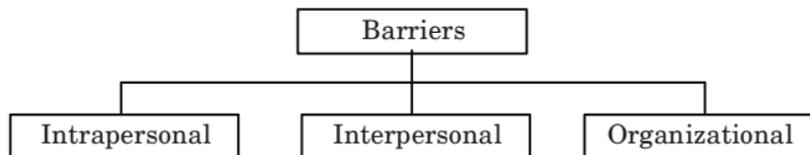
Ans. This question is out of syllabus from session 2019-20.

SECTION-C

- 3. Attempt any one part of the following : (7 × 1 = 7)**

- a. What do you mean by barriers to communication ? Illustrate.**

Ans. Barriers to communication are :



1. Intrapersonal :

- i. These forms of barriers arise owing to reasons arising within the individual.
- ii. Each of us interprets the same data in different ways depending on the way we think.
- iii. A few causes of interpersonal barriers are : wrong assumptions, wrong inferences, varied perceptions, biased categories, differing backgrounds. 'I know it-all attitude'.
- iv. In order to overcome these barriers, one needs to be unbiased, be patient towards others, not assume anything, stick to the subject, listen, and above all summarize the thoughts well.

2. Interpersonal :

- i. These barriers arise due to an inappropriate exchange of words between two or more people.
- ii. The most common reasons for interpersonal barriers are limited vocabulary, mismatching of verbal and non-verbal messages, emotional outbursts, communicating selectively, cultural differences between the sender and receiver, poor listening skills, and noise in the communication channel.

3. Organizational :

- i. There are barriers that are not only limited to an individual or two people but exist in the entire organization.
- ii. Rigid and hierarchical structure usually restricts the flow of communication.
- iii. This is because there are numerous transfer points for communication to flow in the hierarchical systems.
- iv. Each of these points has the potential to disturb the communication flow.

- v. The reasons of organizational barriers are : too many transfer stations; fear of superiors; negative attitude; use of inappropriate media; information overload.

b. Define communication. Describe the various levels of communication which take place in human communication.

Ans. Communication :

1. Communication is the process of transmitting ideas or thoughts from one person to another person(s) who receive the communication.
2. Communication can be defined as the sum of all things that one person does when he wants to create an understanding about something in the mind of another.

Various levels of communication are :

1. Extra-personal communication :

- i. Extra-personal communication is a communication between human beings and non-human beings.
- ii. For example, communication between pets (dogs, monkeys, parrots) and their masters.

2. Intrapersonal communication :

- i. Intrapersonal communication takes place within the body of the individual.
- ii. This kind of communication pertains to thinking, which is the basis of information processing.
- iii. Self motivation, self determination takes place at the intrapersonal level.

3. Interpersonal communication :

- i. Interpersonal communication refers to the sharing of information among people.
- ii. This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- iii. Interaction among friends and interaction with sales executives are examples of interpersonal communication.

4. Organizational communication :

- i. Organizational communication takes place within and outside an organization at different hierarchical levels.
- ii. It is extremely necessary for the sustenance of any organization.

5. Mass communication :

- i. It refers to the communication involving large number of people as audience.
- ii. As the messages are meant for large audience the approach is impersonal, also it is persuasive in nature than any other form of communication.
- iii. For this type of communication we require a mediator such as journals, books, television and newspaper which mediate such communications.

4. Attempt any one part of the following :**(7 × 1 = 7)****a. What are devices for developing a paragraph ? Write briefly.****Ans.** Various techniques used in paragraph development are :**1. Inductive order :**

- i. In inductive order, an author moves from a particular statement to the general statement. The author gives details, arguments or illustrations, which finally leads to the conclusion.
- ii. A paragraph, that begins with certain information, concludes with a topic sentence is known to be developed using inductive method.

For example : Ram dies, Mohan dies, and they are human beings. Hence, we can say that man is mortal.

2. Deductive order :

- i. In deductive order, we have a conclusion reached by reasoning from general laws to a particular case.
- ii. The topic sentence is the first sentence in the paragraph stating some general statement.
- iii. The author finally tries to deduce his conclusion logically by particular or specific subordinate statements.
- iv. It is the reversal of the logical arrangement of the inductive method.

For example : Man is mortal. Since Ram and Mohan are men, they are mortal.

3. Chronological method or time order :

- i. This is the natural order of narration in which one event leads to another.
- ii. This method is used to document time of an action, event or the steps of an instruction.
- iii. Chronological order is also used to document (write) steps in an instruction.

For example : The documentation of emergency medical services provided by an emergency medical technician chronologically (in order of time) :

1. At 01:15 pm, we arrived at the site and assessed the patient's condition, taking vitals (pulse, respiration etc.).
2. At 01:17 pm after stabilizing the patient, we contacted the hospital and relayed the vitals.
3. By 01:20 pm the patient was given artificial respiration enroute to hospital.
4. At 01:35 pm ambulance arrived at the hospital and hospital staff took over the patient's care.

4. Linear method :

- i. Linear means consisting of lines or one dimensional.
- ii. A logical sequence is followed by the sentences of a paragraph.
- iii. This arrangement can also consist of a system of outlines or enumeration (listing or numbering) of points.

For example :

1. The first step, to curb power theft can be to evolve an effective body of enforcement.
2. The second, to make engineers accountable for the unpaid units.
3. The third, to check the distribution points periodically and unexpectedly etc.

5. Spatial method or space order :

- i. This method helps the reader, to visualize what the writer sees and therefore, it is better to understand the physical qualities of the subject matter.
- ii. The method further helps the reader, to envision the layout of the land, the writer describes or the placement of each component within the machine.
- iii. So, spatial order is the logical division of a subject, on the basis of how they are arranged in order of space or place.

For example :

1. If a technocrat is writing to describe the parts of a machine or a plot of ground, he would like to organize his text spatially *i.e.*, in order of space or place.
2. The writer will describe what he sees as it appears in space - left to right, top to bottom, inside to outside or clockwise.

6. Exposition method :

- i. Exposition is an explanatory writing which can be an incidental part of a description or a narration, or it can be the heart of an article.
- ii. When we read a textbook, the news, magazine articles, or any other types of publications, we are reading expository writing. When we write answers for an essay test, we use the expository form.
- iii. In an expository paragraph, we give information. We explain a subject, give directions, or show how something happens. In expository writing, linking words like first, second, then, and finally are used to help readers to follow the ideas.

7. Interrupted :

- i. A paragraph break is a single line space or an indentation (or both) marking the division between one paragraph and the next in a body of text. It is also known as a par break.
- ii. Paragraph breaks conventionally serve to signal the transition from one idea to another in a stretch of text, and from one speaker to another in an exchange of dialogue.

b. Correct the following sentences :

- i. She is the wisest of the two.
- ii. I prefer walking than swimming.
- iii. I asked him that why he was late.
- iv. If it will rain, I shall stay at home.
- v. He as well as you is tired of work.
- vi. One should be very attentive to his duty.
- vii. No sooner did I saw the tiger than I ran away.

Ans.

- i. She is the wiser of the two.
- ii. I prefer walking to swimming.
- iii. I asked him why he was late.
- iv. If it rains, I shall stay at home.
- v. He as well as you are tired of work.
- vi. One should be very attentive to one's duty.
- vii. No sooner did I see the tiger than I ran away.

5. Attempt any one part of the following : (7 × 1 = 7)

- a. **What are salient features of resume ? Write a short resume for the post of technical executive in T.C.S. at Delhi. Invent necessary details to write a compact and impressive professional C.V.**

Ans. Salient features of resume writing are :

- i. It should be original.
- ii. It should reflect the candidate's personality, employment goals and career aspirations.
- iii. Resume should focus on required qualifications as per job.
- iv. The details of contacts should be mentioned.
- v. Work experience should be mentioned.
- vi. Achievements in career should be highlighted.
- vii. Awards and honors must be given.
- viii. References id (if any) should be mentioned.
- ix. Covering letter or application for the job should always be attached with the resume.

Covering Letter :

Akshay Vas

MNNIT

Allahabad

21 March 2018

The Manager

Human Resource Department

TCS, New Delhi

Dear Sir,

Please refer your advertisement in the Ascent, Times of India, New Delhi 11 February 2018 for the post of technical executive.

I Akshay Vas, B. Tech. in computer science, consider myself eligible for the said post and want to appear for the interview. My brief resume is attached along with. The details of my academic background and technical education are given in the resume.

Sincerely

Akshay Vas Enclosure: Resume

Resume :

Akshay Vas

122/1, Stanley Road, Allahabad

Mob : 99XXX XXXXX

E-mail: vyas_ak@xyz.com

Objective :

To be part of a dynamic multinational company like TCS where I do get opportunity to work where I can use my knowledge and skill for the betterment of the company.

Experience :

Worked as technical executive with Philips India for two years since July 2016.

Education :

B. tech in computer science

MNNIT, Allahabad

Technical Skills :

1. Knowledge of Oracle
2. Proficient in MS DOS, UNIX, MS Office
3. Technical writing skill

References :

Jaypal Singh

Director H.R.

Philips India

b. What is report ? How many types of reports are there ? Describe all in detail.

Ans. Report : A report is a formal document written for a specific audience to meet a specific need.

Various types of reports are :

1. Oral reports :

- a. An oral report is a face-to-face communication about something seen, observed, experienced or investigated.
- b. It generally consists of impressions, observations and experiences.

2. Written reports :

- a. A written report is accurate and precise.
- b. A written report provides a permanent record.
- c. There are no chances of distortion of facts while transferring information from one source to another.

3. Short reports :

- a. Short reports can be presented in the form of a letter or a memo.
- b. They are concerned primarily with day-to-day business problems as well as their solutions.

4. Long reports :

- a. Long reports describe a problem in detail.
- b. They include the process of preparing the outline of the topic, collecting data, making a rough draft, logical and organized

presentation of facts, thorough revising, editing and preparing the fair draft, etc.

- c. These reports require a deep study of an issue.

5. Formal reports :

- a. A formal report is the result of thorough investigation of a problem or situation.
- b. Formal reports are generally detailed and elaborated.
- c. These reports follow a fixed format.
- d. The length of the report may vary according to the requirement.
- e. Formal reports include informational, analytical, routine, special, technical, project, research reports, etc.

6. Informal reports :

- a. Certain business reports can be short and informal.
- b. In current business dealings, informal reports are more frequent than the formal ones.
- c. Basically, informal reports perform the same function as the formal reports-transmitting information, facts of data to someone for taking decision. For example,
 - i. Memo reports
 - ii. Letter reports

7. Informational reports :

- a. An informational report presents facts, situations or problems required to take vital decisions.
- b. Informational reports record happenings such as conferences, seminars, tours, and so on and supply details for future planning.

8. Analytical reports :

- a. Analytical reports present data along with an analysis of it.
- b. Project reports, feasibility reports and market research reports fall in this category. For example,
 - i. Project reports
 - ii. Feasibility reports
 - iii. Market research reports

9. Routine/Periodic reports :

- a. Routine reports also known as form reports are usually written on a prescribed performa.

- b. The main purpose of these reports is to record the progress of a task, evaluate the performance of its employees and to record the success or failure of a policy.
- c. All the organizations, institutions, companies and research establishments depend on routine reports for various decisions. Some of them are :
 - i. Laboratory reports
 - ii. Progress reports
 - iii. Inspection reports
 - iv. Production reports
 - v. Monthly sales reports
 - vi. Annual confidential reports

10. Special reports :

- a. Special reports are written to convey special information related to a single condition, situation, occasion or problem.
- b. These reports do not contain repeated information as they are written about the specific situations. For example,
 - i. Inquiry reports
 - ii. Research reports

6. Attempt any **one** part of the following : (7 × 1 = 7)

a. **Describe process of negotiation. Specify the qualities of a good negotiator.**

Ans. This question is out of syllabus from session 2019-20.

b. **What is the role of body language in making the oral presentation effective ?**

Ans. This question is out of syllabus from session 2019-20.

7. Attempt any **one** part of the following : (7 × 1 = 7)

a. **“The purity of scientific language is not the same as the purity of literary language” comment.**

Ans. This question is out of syllabus from session 2019-20.

b. **“Nature does what it does, not what we should wish”. Critically examine the statement of Bertrand Russell.**

Ans. This question is out of syllabus from session 2019-20.

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