

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

OR

Make a précis 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 a 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)

Printed Pages : 4



NAS-104/EAS-104/MCA-111

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

PAPER ID : 199110

Roll No.

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B. Tech.

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

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from each Section as per the given instructions.

SECTION - A

- 1 Attempt all parts of this question. $2 \times 10 = 20$
Give answers of each part in about 50 – 75 words.
- What is kinesics? Explain with examples.
 - How should we use audio-visual aids while delivering a presentation?
 - Why are oral reports important?
 - 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

Attempt any three parts of this question. Give answers $10 \times 3 = 30$ of each part in about 200 – 300 words.

- 2 (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.

$10 \times 5 = 50$

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

- 3 Discuss in detail various barriers to communication.

OR

You are Mehesh 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.