

JK LAKSHMIPAT UNIVERSITY, JAIPUR

INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination (Regular/Backlog), April-May 2018

B. Tech (All Branches), Semester II

Roll No.....

Professional Communication Skills (LA201)

Time: 3 hours

Max. Marks: 100

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Assume suitable data wherever required and mention it clearly.
 3. Writing appropriate units, nomenclature, and drawing neat sketches/schematics/ flow chart wherever, required are an integral part of the answer.
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Q.1A Objective type multiple choice questions (10 questions @ 1 mark) 10

- i. When is the communication process complete?
 - a) When the sender transmits the message
 - b) When the message enters the channel
 - c) When the message leaves the channel
 - d) When the receiver understands the message
- ii. _____ means to impart understanding of the message.
 - (a) Encoding (b) Receiver (c) Decoding (d) Feedback
- iii. Which of these should not be avoided for effective communication?
 - (a) Noise (b) Planning (c) Semantic problems (d) Wrong assumptions
- iv. What kind of information should not be included in a resume?
 - (a) Work experience (b) Education (c) Affiliation and membership (d) Letter of recommendation
- v. Which of the following is NOT an external business written communication?
 - (a) Complaint letter (b) Curriculum Vitae (c) Memo (d) Enquiries letter
- vi. The of business letters is called layout.
 - (a) Body (b) Layout (c) Pattern (d) all of the above
- vii. The handshake that conveys confidence is
 - (a) Limp (b) firm (c) loose (d) double
- viii. Communication is the task of imparting
 - (a) Training (b) Information (c) Knowledge (d) Message
- xi. Which of these is an organisational barrier?
 - (a) Status difference (b) Rules and Regulation (c) Organizational facility (d) all of these
- x. E-mails are effective when used to:
 - (a) Send long, complex information (b) Avoid confrontation (c) Exchange ideas (d) Discuss sensitive issues

Q.2 Write short notes on the followings in about 150 words each giving suitable examples: (4 questions @ 2.5 marks) 10

- i. Leadership function in GD
- ii. Precision in technical writing
- iii. Persuasiveness in speech
- iv. Objectivity in oral communication

- Q.3A Give two advantages of mail questionnaires over telephonic interviews as the method of data collection. 05
- Q.3B Write four important uses of visual aids in an oral presentation. 05
- Q.4A "Non-verbal communication usually enhances and enlivens verbal communication. Actions speak louder than words, and thus, non-verbal cues provide a deeper insight into the sender's message". Illustrate giving suitable examples from your own experiences. 05
- Q.4B Why is recognizing common barriers to effective communication so important? 05
- Q.5A Give an example and provide the solution for each of the communication barriers mentioned below. 05
- (i) Barriers between people (ii) Barriers made by words
- Q.5B In business communication events like professional presentations and giving instructions the audience play a vital role in the success of communication. What is audience awareness and why is it important? 05
- Q.6A Clearly bring out the differences between the following: 05
- i. Primary Data and Secondary Data
- ii. Informative and Analytical report
- Q.7A What are the essential elements in the introduction, body, and conclusion of an oral presentation? 05
- Q.7B Aditya publishing house has introduced a collection of four books (comics, science fiction, short stories and spiritual discourse) taking into consideration the needs of all the age groups in a family. To promote the sale of this collection, you as the sales manager of Aditya publishing house, write a sales letter using AIDA technique. 10
- OR
- Q.7B Imagine that on the eve of Youth Festival of your university, you as the Dean of Academic Affairs have been asked to deliver a talk on "Mission without Vision". Now write the full draft of the talk in about 600 words. Your speech should have a catchy introduction, well-argued points to highlight the menace and a proper conclusion. It should be written in a persuasive tone. 10
- Q.8A Alcohon Motors, a manufacturer of cars has late discovered that its latest venture Alcohon Luxury couldn't get good response in the market. In order to cater to the needs of middle income group people who prefer an economy range car with most of the facilities such as seating and foot space, automatic gear control, comfortable steering and provision of low consumption of fuel etc., it has decided to launch a new car. Before it launches economy range of cars, it wants to study the needs of customers and their satisfaction level. You as Quality Control Chief have been asked to write a Report based on the responses of people willing to buy car. Frame a Questionnaire comprising 20 questions to elicit the answers of customers. 10

- Q.9A After the successful launch of the cyber café, the Chief was shocked to notice a steep decline in the number of customers. To retain the original number of customer, the owner has asked the Marketing Manager to conduct the survey and find out the reasons so that corrective measures can be taken. The results of the survey are given below. 10

Options	Satisfactory	Poor
Seats Availability	48%	52%
Internet Connection	23%	77%
Supporting staff	34%	66%
Proper Ambience	25 %	75%
Charges	45%	55%

Now, write a report to be submitted to the chief of the café. Your report should have the following components:

(i) Discussion (ii) Conclusion (iii) Recommendations

- Q.9B Assume that you are Niren Bhattacharya, a student doing B.Tech in Mechanical Engineering from IIT, Delhi. Write an e-mail message to kabir Sahini, the Personnel Manager of Alpha Industries (e-mail address:sahini_kabir@alpha.com) requesting him to allow you to do summer training at the Gurgaon plant of the company. Tell him that you need to do a two weeks training at some company as part of your academic assignments. 10

OR

- Q.9B Give opinion on the following topic for discussion according to the directions in brackets. Support your opinion with some kind of justification. 10
Public sector has contributed to India's poor economic growth. (Strong opinion accepting the point of view)