

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY
INSTITUTE OF MANAGEMENT
INSTITUTE OF DESIGN

End Term Examination, December 2025
B. Tech., BBA, B. Des. Semester I, 2025-26

Roll No.....

CC1101: Fundamentals of Communication

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Clearly mention all the assumptions for your answers.

Q1	In your everyday communication, you switch between writing Instagram captions, technical assignments, and emails to professors. Answer the following: a. How does your writing strategy and tone change across these formats? Give examples. (2.5) b. What dangers arise when informal digital habits (abbreviations, emojis, casual tone) slip into formal communication? (2.5) c. Why is it important for engineers and professionals to adapt writing to context and audience? (5) OR The campus IT team sent a notice: “Servers will be down for maintenance Friday night.” They did not specify the time or duration. Students from different hostels misread the notice; some could not submit assignments before the deadlines. Professors blamed students; students blamed IT. Answer the following: a. What steps would you take to avoid such miscommunication? Re-write this message to achieve clarity and completeness. (5) b. What does this tell us about the importance of context, audience awareness, and feedback? (5)	10 (CO3, 5)
----	---	------------------------

Q2	Write a persuasive essay addressed to the executive board of your company advocating your team's sustainability proposal for a complete removal of paper for office work. Your essay must strategically incorporate the three classical rhetorical appeals of Ethos, Pathos and Logos. Guidelines: Maintain a professional tone suitable for a corporate audience; Use real or hypothetical evidence to support your claims; Conclude with a compelling call to action. (10) OR An employee apologises to a colleague by saying <i>"Sorry if that bothered you,"</i> while smirking slightly and crossing his arms. The colleague feels mocked instead of comforted. - Analyse why the apology failed to convey sincerity. (3) - How was the verbal message overpowered? (3) - Recommend how the speaker could have used non-verbal cues to make a genuine apology. (4)	10 (CO3,4,5)
Q3	Consider the Passage and answer the questions. An effective presentation is more than just delivering information—it is about engaging the audience, structuring ideas clearly, and using visuals and voice to reinforce key messages. Successful presenters begin with a clear objective and tailor their content to the needs of their listeners. They use storytelling, data, and design elements to create a memorable experience. Visual aids like charts or images should enhance understanding, not distract from it. Equally important is delivery: confident posture, eye contact, and vocal clarity help build trust and maintain attention. When presenters invite interaction—through questions, polls, or discussion—they transform passive listeners into active participants. Ultimately, a strong presentation balances substance with style, ensuring that the message is both heard and remembered. - How does the use of visual aids influence the effectiveness of a presentation, and what are the risks of using them poorly? (5) - What measures will you take to anticipate and mitigate challenges to a presentation to be undertaken in a place which you will be visiting for the first time? (5) OR You have been selected for the semester exchange program in the coming semester. - Draft an Email to the Student Council seeking to withdraw from the position of Student Head of Library Committee while providing an appropriate reason and suggesting a suitable replacement with justifications. (8) - List the designations of people whom you would copy in the email. (example: Head Admissions, Chief Librarian etc.) (2)	10 (CO1,2)

All the best!