

JK LAKSHMIPAT UNIVERSITY, JAIPUR

INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination (Backlog), May 2019

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.

- Q.1A Objective type multiple choice questions (10 questions @ 1 mark) 10
- i. Technical communication is highly formal and unstructured.
(a) True (b) False
 - ii. Vocal pauses enhance the value of an oral presentation.
(a) True (b) False
 - iii. Which of the following is NOT a component in the Communication Model?
(a) Sender (b) Messenger (c) Encoding (d) Receiver
 - iv. Effective communication can ONLY be achieved when:
(a) The audience is understood (b) Feedback is encouraged (c) Thoughts are organized (d) all of the above
 - v. of the letter consist of main message.
(a) Heading (b) Body (c) Greeting (d) closing
 - vi. Body of a letter is divided into.....parts.
(a) 1 (b) 2 (c) 3 (d) 4
 - vii. What is use of touch in communication known as
(a) Haptics (b) Proxemics (c) Kinesics (d) Paralanguage
 - viii. Which of the following is (are) non-verbal communication
(a) Facial expression (b) Appearance (c) Posture (d) All of the above
 - ix. Communication is the exchange of
(a) Facts (b) opinions (c) emotions (d) all of the above
 - x. Thinking of status while communicating is a type of
(a) Organizational barriers (b) psychological barriers (c) semantic barriers (d) non-semantic barriers
- Q.2 Write short notes on the followings in about 150 words each giving suitable examples: (4 questions @ 2.5 marks) 10
- i. Interpersonal skills
 - ii. Informative and analytical report
 - iii. Audience analysis
 - iv. Major evaluation aspects of group discussion
- Q.3A What four preparatory steps are essential to write a report? 05
- Q.3B "All linguistic transmission is communication but very little communication is linguistic transmission." What is non-verbal communication? Enumerate four significant reasons giving examples as to why we need non-verbal 05

communication?

Q.4A "A barrier acts like a sieve, allowing only a part of the message to filter through; as a result, the desired response is not achieved". Keeping in mind the above statement mention the various types of interpersonal barriers which hinder the communication process. Substantiate your answer with suitable examples. 05

Q.4B What are the two uses of including Bibliography/ References in a report? 05

Q.5A Why it is essential to control stage fear? 05

Q.5B Describe the significance of job interviews today. Discuss the kinds of questions that may be asked during an interview. Describe in brief the strategies to deal with loaded and open questions. 05

Q.6A Write four major differences between the following. (The points should be properly developed.) 05

1. Extempore and Reading from notes

2. Paralinguistics and Kinesics

Q.7A Global Electronics, Gurgaon, Haryana, has recently launched a new film projector. Assuming yourself to be the Sales Manager of this company write a sales letter to the Principals of all the colleges in your town to promote the new product. Point out its features and facilities. 05

Q.7B Read the following case and answer the question given at the end of the passage. 10

A professor in management from one of the leading institutes of management was invited to lead a seminar for the top 50 managers of Scientific Research Corporation (SRC). This seminar was of great significance because the SRC was spending about Rs. 5.5 crores per year on its space programmes.

In the course of the seminar, when the professor was warming to his subject and giving a discourse on how important management theory was and the various techniques for improving the quality of management, a distinguished looking gentleman (who was unknown to the speaker but was a leading scientist at the SRC) rose from his seat and said, "Sir, we are very much interested in your discourse which has a great deal of intellectual content in it. But, for your benefit and for the benefit of all of us gathered here, I would like to say that while management may apply to Hindustan Lever, Delhi Cloth Mills, Associated Cements and even to our government agencies like the Indian Revenue Service, it does not apply here. We are scientists and researchers, and we do not need or want management".

The professor was understandably quite taken aback by this and proceeded to illustrate why scientists also needed management.

Suppose that you were the professor leading the seminar, what would you have said at this point? Elaborate your stand in about 250 words giving suitable examples.

OR

Q.7B Experts on the interview panel assess various personality traits and academic strengths of a candidate during an interview. As a candidate you need to strengthen the areas listed below 10

- Body Language
- Mental agility
- Voice impact
- Analytical ability

Now discuss how important these aspects are and what you plan to do in order to get good score in these elements of evaluation. Provide specific examples to substantiate your answer.

Q.8A Public health issues have become a major concern to the health professionals. 10

You are interested to carry out a study to find out the health status of the denizens of Jaipur. The leading health indicators are physical activity, overweight and obesity, tobacco use, immunization, etc. For this study, prepare a questionnaire comprising 20 questions to seek the information on the above parameters.

Q.9A The Government of India is concerned about the steady increase in the outbreak 10

of disease among working class. In order to work on possible solutions, the Health Minister has asked the chief Medical Officer, IMSI, Delhi, to find out the possible causes of these disease, the problems faced and the other related factors. On the basis of the following data, as CMO, IMSI, Delhi, prepare a report to be submitted to the Health Minister.

Table 1: Data showing disease and the personage of suffering people

S.N	Name of Disease	Percentage of People Suffering from it
1	Diabetes	25%
2	Blood Pressure	20%
3	Stress	35%
4	Migraine	10%
5	Asthma	5%
6	Slip disc	5%

Now prepare a report including the elements such as Discussion, Conclusions and Recommendations.

Q.9B It has been mandated in all the food production companies that employees 10

“shall adopt, implement, and maintain a written smoking policy which shall contain a prohibition against smoking in restrooms and infirmaries.” Employers must also “maintain a nonsmoking area of not less than two thirds of the seating capacity in cafeterias, lunchrooms and employee lounges, and make efforts to work out disputes between smokers and non – smokers.” As Mahendra Batra, Director of Human Resources, of General Wheat, a large food company, write an **E-Mail** to all your Department Managers instructing them about the disadvantages of smoking. Tell the managers that you want them to set up departmental committees to mediate any smoking conflicts before the complaints surface. Explain why this is a good policy.

OR

Q.9B Give opinion on the following topics for discussion according to the directions 10

in brackets. Support your opinion with some kind of justification.

The policy of reservation in jobs goes against the concept of social equality.

(Neutral opinion rejecting the point of view)

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