

JK Lakshmipat University

Institute of Management & Institute of Engineering & Technology

End Term Paper

B.Des.-I semester

Fundamentals of Communication

Total Marks: 30

Code: CC1101

Total Time: 02 Hours

Learning Outcomes:

- Compose logical, lucid, concise, and grammatically correct paragraphs that include a clear topic sentence and provide specific supporting details.
- Deliver effective oral presentations following appropriate kinesics and paralinguistic features.
- Apply appropriate communication skills across settings, purposes, and audiences to avoid miscommunication.

(Section-1)

Q1. Read the following paragraph and answer the questions that follow. LO3 (2X5=10)

1. Education has always had two objects: on the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by skills, for it is increase of skill that is the distinctive feature of our world. Although scientific skill is necessary, it is by no means sufficient. A dictatorship of man of science would very soon become horrible. Skill without wisdom may prove to be surely destructive. For this reason, if for no other, it is of great importance that those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, if it can be imparted at all, can be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it. If you wish to make the human race so numerous that all are on the verge of starvation, it will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than other. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell. It can't teach you

patience, it can't teach you sympathy, it can't teach you a sense of human dignity. These things, insofar as they can be taught in formal education, are most likely to emerge from the learning of history and great literature.

1. What should, according to the writer, be the aim of education?
2. Why is increase of skill a distinctive feature of our world?
3. What danger does the writer see in the present emphasis on imparting skills?
4. What knowledge does science impart to us?
5. Why should we study history and great literature?

(Section-2)

(2X5=10)

Attempt all the questions given below in 80-100 words.

Q2. What are the specific reasons for lacking communication skills by our graduates coming from out of colleges? LO2

Q3. Is a message more important than the way it was delivered? LO3

Q4. How do you behave when part of your large audience is keenly listening but especially those at the back are talking or networking? LO2

Q5. How does social behaviour differ between your online and offline interactions? Provide specific examples of changes in perception, behaviour, and thinking. LO1

Q6. What do you think about our future in terms of human communication by cell phones? LO3

(Section-3)

Q5. Rectify the following sentences: LO1

(1X10=10)

- a) Every one of the shirts has a green collar.
- b) The president or the vice president are speaking today.
- c) Neither she nor I are getting the lunch special.
- d) I need to concentrate myself on my homework.
- e) The English teacher spoke in a nasal tone, unpleasantly, but conveying the information clearly and was funny.
- f) John has been working on the pilot project since two years.
- g) I am used to wake up early in the morning.
- h) That candidate has energy, concern, and she is honest.
- i) I look forward to see you next month.
- j) To my horror, my wedding dress looked stained, torn and it had wrinkles.