

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING & TECHNOLOGY/INSTITUTE OF
MANAGEMENT/INSTITUTE OF DESIGN

End Term Examination, December 2022
BCA/BBA/BDes Semester I, 2022-2023

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.
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- Q. 1 **Read the following passage carefully and then answer the questions that follow.** 2.5x4=10
(CO2,3,4)

Bharat, a research chemist for a major Petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bharat's report and his toxicity tests. A few hours of further testing confirmed that one of Bharat's compounds was the safe, economical insecticide they had been looking for.

Bharat had since left the company, because he felt that the importance of his research was not being appreciated.

1. Define the **rhetorical situation (Ethos, Pathos, Logos)**: Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?
2. Identify the **communication error**
 - a) Poor task or audience analysis
 - b) Use of inappropriate language or style
 - c) Poor organization
 - d) formatting of information
 - e) Other (specify)

3. Explain what **costs/losses** were incurred by this problem.
4. Identify **possible solutions** or strategies that would have prevented the problem, and what benefits would be derived from implementing solutions or preventing the problem.

- Q. 2 Do you feel Mehrabian's 7-38-55 rule applies to all communicative scenarios? Explain your answer. 5.0 (CO1,2)
- Q. 3 You're given a choice between sending an email to a team member or setting up a video call with them to explain that you've made a mistake. Which do you choose? Why? 5.0 (CO1,2,3)
- Q. 4 Write a persuasive essay on any one of the topics given below. You can choose whatever position you want on your selected topic, but it should be supported by reasons and examples. 10.0 (CO2,3,4)
- 'One year of military service should be compulsory for all college graduates in India.'

OR

'Religion is a personal matter, and hence students should not wear religious dresses or symbols in public educational institutions.'

all the best!