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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: I - THEORY EXAMINATION (2023 - 2024)

Subject: Professional Communication

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. ESP stands for_____. (CO1)

1

- (a) Essential Speaking Programme
- (b) English for Specific Purpose
- (c) English for Secondary Purpose
- (d) English for Standard Procedure

1-b. _____to quickly gather the most important information. (CO1)

1

- (a) Skimming
- (b) Scanning
- (c) Churning
- (d) Assimilation

1-c. -----the honey on the bowl and mix it thoroughly with the other ingredients. (CO2)

1

- (a) liquid
- (b) pore
- (c) poor
- (d) pour

1-d. This wine has a light, fruity----- (CO2)

1

- (a) Futile
- (b) Flavour

- (c) Foment
- (d) Tangible
- 1-e. Predicting is the technique to forecast what the speaker will say. (CO3) 1
- (a) TRUE
- (b) FALSE
- 1-f. Most of our waking time goes in: (CO3) 1
- (a) speaking
- (b) listening
- (c) reading
- (d) writing
- 1-g. Paralinguistic feature in presentation includes (CO4) 1
- (a) Tone
- (b) Rhythm
- (c) Stress
- (d) All of these
- 1-h. The sound patterns of robots and humans is a good example of monotone and sound variations. (CO4) 1
- (a) TRUE
- (b) FALSE
- 1-i. Public speaking is only verbal activity. (CO5) 1
- (a) TRUE
- (b) FALSE
- 1-j. Rhythm of English is (CO5) 1
- (a) Syllable-timed rhythm
- (b) Stress-timed rhythm
- (c) Both of these
- (d) None of these
2. Attempt all parts:-
- 2.a. Define Scanning with an example. CO1) 2
- 2.b. Name any two word formation methods with examples. CO2) 2
- 2.c. What do we understand by selective listening? (CO3) 2
- 2.d. Write a rhyming word of 'clown' and 'brunch'. (CO4) 2
- 2.e. How do we handle negative feedback at work place? (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Read the original text below and paraphrase it. (CO1) 6
- Power foods are foods that provide rich levels of nutrients like fiber, potassium and minerals. With people becoming increasingly health conscious today, a lot of

trainers encourage their clients to include these foods in their daily diet to increase muscle development. There are various ways of incorporating power foods in your daily diet. Of course, the key to enjoying power foods is proper preparation of these foods, the use of season-fresh foods, and in identifying your choice of flavour among power foods.

Some of the recommended power food combinations are those that are prepared in our kitchens on a regular basis. Take for instance, the combination of chickpeas and onions. This combination is a powerful source of iron which is required by the body to transport oxygen to its various parts. Iron deficiency can lead to anaemia, fatigue, brain fog and tiredness. A study by the Journal of Agricultural and Food Chemistry says that sulphur compounds in onion and garlic help in the absorption of iron and zinc from chickpeas. The combination is a hit with teenagers who need to be diligent about getting iron in their diet. A quick way to prepare this power food is to make a chickpea salad with chopped onions, chaat masala and cilantro.

3-b. Look at (CO1)

6

The Essential Business Site	
Up-to-date articles about every area of business	
i	Managing your Supply Chain.
ii	Keep your Data Secure on the Road
iii	The Ten Most Important Leadership Traits
iv	Five Easy Steps to Increasing Your Web Traffic
v	Privacy rules for IT Companies
vi	Unusual Venues for Corporate Events
vii	Creating a Safe Computer Database
viii	Managing Conflicts in the Workplace

the list of titles of the articles. For parts A-E, decide which article (i-viii) would be suitable for each person. Don't Select any letter more than once. A. Greta Engels wants to know if she has the right qualities to become a manager. _____

B. Violetta Martinez needs to choose the location for her firm's Christmas Party.

C. Dave Butler needs to make sure that nobody can access the work on his laptop while he's travelling. _____

D. Tony Henderson has a new role at work, ordering materials for his factory.

E. Theodor Kaplinski wants more people to visit his online store. _____

- 3-c. Water supply will be suspended for eight hours (10 am to 6 pm) on 6th of March for cleaning of the water tank. Write a notice in about 50 words advising the residents to store water for a day. You are Karan Kumar/Karuna Bajaj, Secretary, Janata Group Housing Society, Palam Vihar, Kurnool. (CO2) 6
- 3-d. Give synonyms of any three and use them into a sentence of your own- 'cajole', 'candid', 'embrace' and 'feeble'. (CO2) 6
- 3.e. What are the essentials of active listening? (CO3) 6
- 3.f. Discuss the importance of audience analysis for an effective presentation. 6

(CO4)

3.g. How speaking in public affects you physically? (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

4-a. Give some tips of reading. What are some of the reading barriers. How can one overcome them? (CO1) 10

4-b. What are the different stages of a reading process? (CO1) 10

5. Answer any one of the following:-

5-a. You plan to attend a seminar next week and you think your colleague Liz will also be interested in going. (CO2) 10

Write a note to your colleague, Liz:

- telling her what the seminar is about
- explaining why you think it would help in her work
- suggesting that you travel to the seminar together.

Write 30 – 40 words.

5-b. Written documents serve as evidence and reference. Comment. (CO2) 10

6. Answer any one of the following:-

6-a. Discuss the advantages of active listening in detail. (CO3) 10

6-b. Why listening effectively is so challenging? (CO3) 10

7. Answer any one of the following:-

7-a. How does locale analysis play a role in making a presentation effective? (CO4) 10

7-b. How can one use voice modulation in public speaking? (CO4) 10

8. Answer any one of the following:-

8-a. Which mode of speech delivery is the most effective? Why? (CO5) 10

8-b. What type of work environment do you like to work in? Elaborate your answer. (CO5) 10