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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION - (2023- 2024)

Subject: Technical 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. Communication that occurs at the same hierarchical level is known as_____. 1
(CO1)
- (a) Diagonal
 - (b) Equal
 - (c) Horizontal
 - (d) Vertical
- 1-b. When analyzing the audience for technical communication, what aspect would you primarily consider? (CO1) 1
- (a) Their favorite hobbies
 - (b) Their personal relationships
 - (c) Their technical expertise and needs
 - (d) Their body language
- 1-c. In technical writing which of these must be avoided? (CO2) 1
- (a) objective evaluation
 - (b) subjective evaluation
 - (c) logical conclusion
 - (d) facts
- 1-d. Etymology refers to the study of... (CO2) 1
- (a) insects

- (b) medicine
 - (c) words
 - (d) reptiles
- 1-e. 'You attitude' in a professional communication is a characteristic of (CO3) 1
- (a) courtesy
 - (b) consideration
 - (c) business strategy
 - (d) All of these
- 1-f. Which of the following is true about a proposal? (CO3) 1
- (a) A proposal gives a cost estimate of the project
 - (b) A proposal can be written and submitted anytime during the project
 - (c) A proposal is a summary of a project.
 - (d) A proposal is a plan put forward that logically explains an idea
- 1-g. The main purpose of technical writing is... (CO4) 1
- (a) To encourage buyers to understand the intricate technical details of a product and to buy from them again and again
 - (b) To make information understandable and transparent in order to increase corporate productivity and improve the convenience of consumer goods
 - (c) To assist manufacturers in convincing customers to choose their product over those of competitors and to understand why they created a certain product.
 - (d) To facilitate communication between CEOs and employees and to assist them recognise each other's contributions to product development
- 1-h. Which document is prepared before a meeting to list items to be discussed or acted upon? (CO4) 1
- (a) Agenda
 - (b) Minutes
 - (c) Memo
 - (d) Research report.
- 1-i. Special words or expressions that are used by a particular profession or group is.... (CO5) 1
- (a) Topic
 - (b) Jargon
 - (c) Conversation
 - (d) specific style
- 1-j. Which of the following should be avoided in a report? (CO5) 1
- (a) objectivity
 - (b) facts
 - (c) subjectivity
 - (d) logic

2. Attempt all parts:-
- 2.a. Informality is the aspect that differentiates between general communication and technical communication. Comment on the statement. (CO1) 2
- 2.b. Explain the role of feedback in improving business communication. (CO2) 2
- 2.c. Differentiate between bibliography and reference. (CO3) 2
- 2.d. Discuss the importance of active listening during a meeting. (CO4) 2
- 2.e. Write a short note on expository writing style. (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. How can critical reading help you in taking well-informed decisions? Give specific examples from everyday life. (CO1) 6
- 3-b. What is meant by reading between the lines? Explain with examples. (CO1) 6
- 3-c. You are a student researching a company for your business class presentation. Write to Margaret Sims, the Public Relations Director of the corporation you are researching, and ask for information about her company. (CO2) 6
- 3-d. Naveen Chaudhri of 105, Baily Road, Patna bought a HP Desk Jet 200 Printer from The Computer Centre, the sole dealer of Hewlett Packard at Ranchi, for use with his newly acquired personal computer, a month ago. Now he finds that the print quality is poor, and the ink nozzles of the print cartridge get frequently clogged. The Printer has been given one year warranty against any technical fault. Write a letter as Naveen Chaudhri to the dealer complaining about the same and requesting him to attend to it. (Word limit 200 words). (CO2) 6
- 3.e. Your college has adopted a village as a social responsibility. Students are being taken to teach the children of that village on a regular basis. Write a report, for your college magazine, on the various other programmes organized there. (CO3) 6
- 3.f. "Non-verbal communication is an elaborate secret code that is written nowhere, known by none, and understood by all". With reference to the above lines elucidate the importance of non-verbal communication in a seminar presentation. (CO4) 6
- 3.g. Proofreading a document can actually save the writer from embarrassment. Comment on the statement and define the term 'proofreading.' (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. "How do the distinctions between general communication and technical communication, such as purpose, audience, language, and format, manifest in practical scenarios?" Discuss. (CO1) 10
- 4-b. How do you apply the features of technical communication to optimize the effectiveness of tailored communication for specific target audiences? Discuss. (CO1) 10

5. Answer any one of the following:-

- 5-a. "Ideas do not work... It is YOU who has to do the work", and a good resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements. (CO2) 10
- 5-b. You are Anshuman/Rashi staying at 8, Kakatiya Nagar, New Delhi. Last month you bought a video-camera from the 'Ultra-Modern Electronic House', Abids, Hyderabad against a warranty of 2 years. Now, you discover that there is something wrong with this camera and it doesn't work for more than 30-40 seconds at a stretch. Write a letter to the dealer complaining about this problem. Also request him to replace this defective piece against the warranty that goes with it. (Word limit: 200 words) (CO2) 10
6. Answer any one of the following:-
- 6-a. Indicate the difference between the following reports: 1) analytical and informative 2) long and short (CO3) 10
- 6-b. Explain the role of SWOT analysis in a proposal. How can identifying strengths, weaknesses, opportunities, and threats enhance the proposal's strategic planning? (CO3) 10
7. Answer any one of the following:-
- 7-a. " Make sure you have finished Speaking before your audience has finished Listening". With reference to the above saying discuss the requisites of a good presentation? How can they help one in becoming an effective speaker? (CO4) 10
- 7-b. You are Prem/Parul of 16, TT Nagar, Bhopal. You would like to apply for the post of Marketing Manager in a reputed firm in Mumbai. Write a letter to the Public Relations Officer, Chantac Enterprises, Mumbai, applying for the job. Write the letter in 125-150 words giving your biodata. (CO4) 10
8. Answer any one of the following:-
- 8-a. Explain the following: (CO5) 10
a. Line editing; b. Fact-checking; and c. Rewriting
- 8-b. What is the importance of referencing in a paper? Explain in detail. (CO5) 10