

- 1 Which of these must be avoided in technical writing? (CO2) 1
- (a) personal feelings
 - (b) punctuation
 - (c) grammar
 - (d) facts
- 1 Letter, e mail, telephone are example of _____. (CO3) 1
- (a) informal
 - (b) encoding
 - (c) message
 - (d) channel
- 1 Borrowing words is also known as (CO3) 1
- (a) Coinage
 - (b) Linguistic
 - (c) Loan Words
 - (d) compounding
- 1 ___ refers to pitch, loudness, duration, intonation and, tempo. (CO4) 1
- (a) touches
 - (b) haptics
 - (c) prosody
 - (d) gestures
- 1 Presentation is a form of address in which: (CO4) 1
- (a) A speaker addresses an audience
 - (b) A speaker addresses himself
 - (c) A speaker addresses a specified audience
 - (d) None of the above
- 1-i. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill? (CO5) 1
- (a) technical
 - (b) administrative
 - (c) interpersonal
 - (d) organizational

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| 1-j. | A strategy is derived from (CO5) | 1 |
| | (a) Policy | |
| | (b) Objective | |
| | (c) Method | |
| | (d) Rule | |

2. Attempt all parts:-

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| 2.a. | What is a barrier? (CO1) | 2 |
| 2.b. | Write some tips of effective reading. (CO2) | 2 |
| 2.c. | What is blending? Give an example. (CO3) | 2 |
| 2.d. | How does effective speaking skill help in communication? (CO4) | 2 |
| 2.e. | Define five principles of planning. (CO5) | 2 |

SECTION B 30

3. Answer any five of the following:-

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| 3 | Differentiate between Technical writing and General writing. (CO1) | 6 |
| 3 | Discuss the various flow of communication. (CO1) | 6 |
| 3-c. | What makes reading more effective? Discuss. (CO2) | 6 |
| 3-d. | Differentiate between paraphrasing and summary. (CO2) | 6 |
| 3.e. | Give the basic details of e-mail writing. (CO3) | 6 |
| 3.f. | What are the ways to improve speaking skills? (CO4) | 6 |
| 3.g. | What are the different methods of recruiting employees? (CO5) | 6 |

SECTION C 50

4. Answer any one of the following:-

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| 4 | Explain the organizational barrier? How can one overcome this barrier? Discuss. (CO1) | 10 |
| 4 | What are the principles of communication? Enumerate the importance of communication. (CO1) | 10 |

5. Answer any one of the following:-

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| 5 | What are the differences between skimming and scanning? Explain the importance of skimming and scanning with respect to effective reading. (CO2) | 10 |
| 5 | What are the strategies of speed reading? Mention the various steps of speed reading. (CO2) | 10 |

6. Answer any one of the following:-

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| 6 | You are an intern in ABC Consulting Pvt. Ltd. Write an email to your manager Mr. Alex, | 10 |
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updating him about your work progress and challenges you are facing. (CO3)

- 6 What are the various methods of paragraph writing? Explain its important elements. (CO3) 10
7. Answer any one of the following:-
- 7 What are the various types of space in connection with proxemics? (CO4) 10
- 7 Explain in brief about "Neutral Accent training". (CO4) 10
8. Answer any one of the following:-
- 8 What challenges does a Business /Industry have to face? (CO5) 10
- 8 “Good leadership is an integral part of effective direction. “Discuss and bring qualities of an effective leadership. (CO5) 10