

## FIRST SEMESTER EXAMINATION, 2009-2010

## PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

Note. Attempt all questions.

## SECTION — A

Q.1. This question contains 20 matching type/fill in the blanks/objective type questions. Specific instructions are given further.

(Instruction for question No. a, b, c, d, e)

Match the parts of list A with that of list B.

List A	List B
(a) Communication is a	spontaneous expression of responses/ideas.
(b) Communication between higher to lower level	an event carried back to some one
(c) Informal communication involves	are called imperative sentences.
(d) Sentences which command or request actions.	is downward communication.
(e) A report is a description of	Circular process

(Instruction: For question no. f, g, h, i, j, k, l, m, n, o). Fill in the blanks with most appropriate word/expression on the basis of the course contents prescribed to you.)

Ans.

- |   |  |
|---|--|
| (a) Communication is a                                    | Circular process                           |
| (b) Communication between higher to lower level           | is downward communication.                 |
| (c) Informal communication involves                       | spontaneous expression of responses/ideas. |
| (d) Sentences which command or request actions.           | are called imperative sentences.           |
| (e) A report is a description of                          | an event carried back to some ideas.       |
| (f) The essay "Science and Survival" is written by _____. |  |
| Ans. Barry commonder                                      |  |

(g) To achieve clarity, one must use the correct word \_\_\_\_\_.

Ans. at correct time

(h) In a periodic sentence the main clause comes at the \_\_\_\_\_.

Ans. end

(i) The pronouns should agree with their \_\_\_\_\_ in number gender and person.

Ans. nouns

(j) He died \_\_\_\_\_ heart failure. (insert a preposition)

Ans. of

(k) Under upward communication the flow of information is from \_\_\_\_\_ level.

Ans. low to high

(l) His watch is superior to and better \_\_\_\_\_ that (insert a suitable word)

Ans. than

(m) \_\_\_\_\_ car must be insured (insert a suitable article)

Ans. the

(n) A speech made without any previous preparation is \_\_\_\_\_.

(write one word substitute in the blank)

Ans. Impromptu

(o) In communication, speech came first and the writing system was developed \_\_\_\_\_.

Ans. Last

(Instruction for question nos. p, q, r, s, t)

Read the following sentences and underline the portion carrying the ambiguities / mistakes:

(p) He only scored ten runs.

Ans. He scored only ten runs.

(q) A study of his last two novels reveal his disillusionment with life.

Ans. The study of his last two novels reveal his disillusionment of life.

(r) My brother as well as my friends love listening to music.

Ans. Mybrother as well as my friends love listening the music.

(s) Each of the five students have been asked to see the principal.

Ans.

(t) The train was two hours late, so my husband and I decide to wait in the car.

Ans. The train was two hours late, so my husband and I decided to wait in the car.

## SECTION — B

Q.2. Attempt any three parts of the following:

(10×3)

(a) Economy is one of the features of technical writing. Explain with examples.

Ans. Economy is one of the feature of technical writing because all the dealings in business which is on letter based are technical writing based and technical writing is base of any dealing of

this type. When the good technical and impressive words are used writing the letter then the chances of successful dealing may be good.

**Examples:** Many companies ordered the other companies by the technical letters and it is indirectly or directly affected the economy of the company because deal is started by the official letter.

**(b) Write a paragraph on Inductive method of writing.**

**Ans.** A paragraph may end with a topic sentence. In such paragraphs the supporting sentences appear first and the theme sentence appears at the end. This arrangement is generally used in general to specific order or inductive order. In inductive order an author moves from particular statements to the general statements. The paragraph, that begins with certain information, concludes with a topic statements. Often known as conclusion. The author uses some arguments, illustrations which lead him to reach to a conclusion.

**Example:** Ram dies, Mohan dies.

**(c) You have recently joined a company as a technical expert. Write a report to the Managing Director regarding the need for improvement of the communication system in the company.**

**Ans. Introduction:** A report was prepared by technical expert of the company. On the improvement of the communication system in the company.

**Findings:** The company has earned a good reputation and for the last 3 years our company not go very well because of lack of the dealings with other companies. Our representatives are not so good also not good in technical communication. We need to improve on our technical strategies.

**Conclusions:** The company has a grand infrastructure, necessary for the technical communication, if we improve the technical communication skills then our company become a best company in our field.

Dated : 5 - 7 - 2008.

S.N. Chabra

(Technical Expert)

**(d) To participate effectively in an effective presentation one requires the right combination of speaking abilities and strategies. Explain.**

**Ans. Explanation:** Very few people are naturally blessed with deep and resonant quality. Every one can improve upon the quality of the voice and its potential. Some examples adopted the quality of speakers are:

(i) Volume is the loudness or softness of the voice. Our voice should always be projected. If the place is large and open, the volume should be high. If the place is small and enclosed the volume should be low.

(ii) Rate is the number of words which you speak per minute. The normal rate is from 120 to 150 words. It varies from person to person and from 80 to 250 words per minute.

Speakers should be careful not to stomp, slur, chop, truncate, or omit sounds between words or sentences.

Pronunciation requires us to speak out sounds in ways that is generally accepted.

A pause is a short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly because it is a natural process to give a break.

A pause helps not only the listener but speaker as well. Pause automatically come in between the major points of your speech.

**(e) Explain features of kinesics in non-verbal communication.**

**Ans.** Kinesics is the way, the body communicates without words, that is, through various movement

of its parts. Through outward body movement true inner conditions are reflected. For self control, the presenter should pay attention to his body language.

**(i) Maintain Eye Contact:** The speaker should maintain a steady eye contact because it is an effective mean of developing rapport with the audience. If the presenter looks at the audience for a long period of time, it shows his intensity of interest.

**(ii) Face and eyes:** Face is the index of mind. The facial expressions are associated with happiness, surprise, fear, anger and sadness. Eye contact and eye movements indeed help significantly in getting success in interviews; seminars or other face to face communications.

**(iii) Gestures:** Gestures have meanings so they should coordinate with proper intensity of speech. A presenter while facing the audience is advised to keep positive postures, since it indicate his positive personalities.

## SECTION — C

**Q.3. Attempt any one part of the following:**

**(10×1)**

**(a) What are the various media of expression? Explain.**

**Ans.** Kinetics is the name given to the study of the body physical movements. The non-verbal part of an oral presentation is not as deliberate and conscious as verbal communication. Rather, it is subtle and instructive.

**Personal Appearance:** Personal appearance plays an important role. People see you before they hear you.

In today's society the purpose of clothing has altered from fulfilling a basic need to express oneself.

**Posture:** Posture generally refers to the way we hold ourselves when we stand sit or walk.

**Gesture:** Gesture is the movement made by hand arm, shoulders, head and legs etc. these are following type:

1. Enumerative — Number
2. Descriptive — Size of the object
3. Symbolic — Abstract concept
4. Locative — Location of object
5. Emphatic — Emphasis

**Facial expression:** The face is most expressive part of the body. Along with posture and gesture facial play an important role.

**Eye contact:** The eye is considered to be the window of the soul. You use your eyes to give or get information.

**Q.3. (b) What are the conversational problems of second/foreign language users? Describe.**

**Ans.** As we know very well that languages are a tool of communication. Communication is made possible with the help of language.

Many conversational problem comes in language uses as a few such work that persist in the language are buzz and murmur that the symbol that represent specific meaning. All of us carry such image in our mind that what are they saying. if your expression is showing some thing new, you alter your view point. This is the reason people have varied view point language give shape to your expression.

As we know that language is created by the people. Human change and modify his language. This is the reason and we can say that language is artificial.

And many more conversational problem are as. Pronunciation, and most problem is mistake of word meaning.

We must avoid mistaking a change reality for an unaltered one because of unchanged language. Some the arbitrary aspect of language cause problem.

**Q.4. Attempt any one part of the following: (10×1)**

**(a) "Man's treatment of man has not always been human". Using the sentence as your topic sentence, write a paragraph using the deductive method.**

**Ans.** In the new generation man become like a hard stone heart.

We do very hard and rude behaviour with each other who are of lower category from us.

This is the fact that love is lost from the world because money is every thing in this world.

We give the example of a businessman who is in the high post, he behave cruelly with his employees and secondary when they do any wrong work. He treat them brutally and with no sympathy, he should think that they are also a man like him, he should have a heart, but this is not possible, because he is a rich man and they are poor.

Therefore we can say that man did not treat other man as a human.

**(b) How is Technical writing different from General writing? Explain with at least two examples in which the former is different from the latter.**

**Ans.** Man has been expressing his emotions and thoughts into words — "oral and written."

Letters, applications, essays, poems, novels etc. are some popular forms of written expression.

Some other writings are popular among the professionals such as doctors, engineers, scientists and the researchers. These writings are known as "The Technical writing."

While other writings are known as general writing.

**Examples:** Two examples of basic differences between technical writing and general writing are—

**(a) Technical writing and general writing differ from each other on the basis of their purpose:**

— General writings including poetry, novel, drama, short story and some other types of writings aim at amusing (to occupy pleasantly) and inspiring readers.

— The technical documents including reports, resume, proposal and such other primarily aim at importing information. Some instructions and explanations.

**(b) The difference between technical writing and general writing is also with regard to style general writings are cast in personal or subjective style.**

Whereas technical or professional writings are supposed to be free from personal bias. Objective or impersonal style is the hall mark of technical writing.

**Q.5. Attempt any one part of the following: (10×1)**

**(a) Define a Technical proposal and distinguish it from a Technical report, especially in terms of its structure.**

**Ans.** The word proposal is derived from the propose that means "to offer or put forward for consideration, as a suggestion, plan or purpose or scheme."

The proposal is also defined as "a formal suggestion or plan or act of making a suggestion".

**Difference based on the its structure:**

The write should pay attention to the structure of a proposal. The main parts of a proposal are determined according to the type of the proposal, if it is solicited or unsolicited or internal or external.

Generally, all good proposals have four important parts:

**(i) Front matter**

**(ii) The technical section**

**(iii) The managerial**

**(iv) The financial section**

**(i) Front matter:** Includes following elements:

**(A) Cover Page / Title Page** → Includes the title of proposal and name of the individual or company.

(B) Table of contents → Includes the list of tables and figures is prepared only for the proposals.

(C) Executive Summary / Abstract → To provide a preview of the proposal. In this case the reader feels satisfied, he goes through the details of the proposals.

**(ii) Technical section:** In this section, the propose highlights mainly two things: problems and its solution. The writer should focus on the following headings:

- Statements of problems
- Purpose
- Technical plan

**(iii) The managerial section:** the managerial section describes the project team or the personnel who will work directly on the project. The information is relating to several issues like:

- His educational qualifications
- His professional achievements
- His experience in that specific area
- Any other relevant information

**(iv) The Financial Section:** It includes a chart of anticipated expenditure. It provides a detailed account of the amount required for several items such as — equipment, lab-testing, salaries of personnel or project team, office contingencies and infrastructural facilities like — building, water, electrically machines and so on.

**Structure of report:** A report is said to have three parts:

1. Front matter
2. Main body
3. Back matter

**1. Front matter:** It includes cover page, title page, acknowledgement, table of contents and abstract or summary.

**2. Main body:** It includes introduction, description, discussion, conclusion and recommendation.

**3. Back matter:** It includes the appendix, list of references, bibliography, glossary, index necessary etc.

**(b) With reference to an advertisement in The Hindustan Times, write a letter to M/s Hindustan Cables Ltd., Calcutta, enquiring the price, terms of sales, etc.**

Aus.

XYZ Cables Pvt. Ltd.  
A-21, Daryaganj,  
New Delhi

February 12, 2009  
The Sales Executive  
M/S Hindustan Cables Ltd.  
Calcutta

Dear Sir,

I saw you company's advertised in the Hindustan Times & I would like more information about your products. Our New Delhi headquarters is interested to buy the different types of cables. We want to know the cost of the cables and we want to know, all other information of the cables like (warranty, quality of material, manufacturing date etc.) and what is the terms of sales of your company.

Please send me the broucher containing all the information mentioned above. Feel free to call me at 555 5555 if you have any questions or need more information.

Sincerely  
Sarah J. Taylor  
Executive Sales Assistant.

**Q.6. Attempt any one part of the following: (10×1)**

**(a) What role does body language play in making oral presentation attractive and effective?**

**Ans.** In interviews and oral presentation: The body movements or kinesics also plays vital role. The physical movements of the body and their study is known as kinesics. "Kinesics" is the way the body communicates without words (Raynon and John rightly remark) that is through various movements of its parts. No doubt our expression and emotion are through words but often the inner states of emotion are expressed through different parts of the body and their physical movements.

We can send the message by nodding the head, blinking our eyes, shrugging our shoulders or waving our hands.

For the expression of these inner body states, the face and eyes, gestures and physical appearance are to be studied for self control, the presenter should pay attention to his body language.

**(b) What are the barriers to Technical communication? Explain.**

**Ans.** Communication can be successful only when the receiver understands the meaning of the message, sent by the sender. There are some communication barriers which may block the communication process and prevent the sender from transmitting his ideas meaningfully. A few communication barriers are:

**(i) Perceptual and language difference:** Whenever two parties — the sender and the receiver have different mental image or perception of an object, it leads to misunderstanding. Difference of language also plays a negative role and leads to confusion.

**(ii) Restrictive environment:** Whenever the people at the top prevent the lower level employees from communicating their thoughts. Such control and command attitude proves an imminent barrier to communication.

**(iii) Distractions:** Some physical as well as emotional distractions may distort the message. Physical distractions like illegal copy of the message, lack of proper lighting, health problems, lack of physical comforts may hinder communication. Emotional distractions like the emotions of hate, anger, jealousy fear etc.

**(iv) Deceptive tactics:** Use of deceptive tactics like exaggeration of the profits or concealment of the facts by manipulative communicator may distort the message and lead to misunderstanding.

**(v) Communication network:** The information overloading also disrupts the process of communication.

**Q.7. Comment any two parts of the following: (based on the essays from improve Your Writing).**

**(5×2)**

**(a) But, whether for good or ill, it is scientific technique that is the main cause of the changes that the world is undergoing.**

**(b) The aim of the scientist is to say only one thing at a time, and to say it unambiguously and with the greatest possible clarity.**

**(c) Science and humanities share in common the capacity of arouse a particular form of aesthetic responses - the pleasure which is induced by those products of creative effort in which discrete elements of matter or experience are brought together in a meaningful organization.**

**(d) In at least three ways, philosophy functions as a comprehensive sciences, synthesizes the sciences, and it is mother of the sciences.**

**Ans. (a)** There is considerable scientific disagreement about the medical hazards caused by the new pollutants such as DDT. Actually we have risked these hazards before knowing about the harms they might do in order to build atom bombs and kill mosquitoes. We have been led to the pollutants like strontium-90 and DDT which will be harmful for the future generation. But science and technology cannot make progress unless it takes some such risks. The new hazards are neither local nor brief

such as the air pollution, synthetic chemical and radioactive pollutants. Excess of carbon dioxide from fuel combustion might cause floods. A single expansion in a nuclear power plant might kill thousands of people. Science has ignored its major duty of controlling human intervention into natures.

(b) There are certain essential aim of scientist. Some such aim are:

1. The effect of scientific ordering is the detachment from the individual experiences whereas the humanistic ordering encourages attachment or involvement.

2. The work of humanities evoke emotional responses while the creations of science have no such concern.

3. Both science and humanities make generalization but their generalising power move in different direction. Scientific generations make accurate prediction humanistic works. On the contrary are concerned with individual experience and are thus unique.

The creations of science aim at the scientific interpretation of natural objects while the humanistic works aim at giving multifarious fact and expressing various significance.

(c) There are certain difference between the methods and aim of science and those of the humanities. One of the most conspicuous difference is that unlike the sciences, the humanities are concerned with emotional responses. Another difference is that the scientific generalization, concept and theories are neutral to their moral and social implication i.e. the scientific findings do not suggest any human uses to which they may be put or how they can be used for human happiness or self-fulfilment. The humanities on the contrary, are concerned with human meaning and response of all humanistic product. Another thing which differentiates science from the humanities is that a scientific product can be defined without any reference to aesthetic response whereas the products of the humanities such as a work of music or poem can

not be defined without any reference to aesthetic responses. Besides scientific generalization make accurate prediction which may be applicable to all future events. Humanistic works, on the contrary, are concerned with individual experiences and are thus unique. They hint to the diversity of human experience. In other words, one single humanistic work may evoke various emotional responses, depending on individual experience. Lastly the product of scientific genius are in their final form impersonal while the products of artistic genius are inseparable from the special powers of the mind which produced them.

(d) Philosophy function as a comprehensive science in three ways. First it criticizes the sciences, secondly synthesizing the science and finally is the mother of sciences. Each science makes presuppositions of other science. Each science may appear to be in clash with the conclusion of other science. The philosophy thus aims at comparing assumptions and conclusions, second function performed by philosophy is of synthesis. Philosophy known as a science of science or as a comprehensive science aims at knowing the whole and reaching to some general conclusions the Bermese story of a lion also tells us that in order to comprehend the total scheme. The function of synthesis is necessary. As the mother of the sciences, philosophy has had a long and interesting history. Initially no distinction was made between philosophy and science. Gradually the particular science were born. Among the first were mechanics, mathematics and astronomy. Among the latest were psychology and sociology no wonder if in future more sciences will be born. In that state the job of philosophy will be greater because then it will be more difficult to synthesize the incoherent sciences dealing with the particular. The mother of sciences, will never be done, it will serve three main function, first to give birth, secondary to set quarrels and finally to harmonia, the particular sciences.