

B. Tech.

FIRST SEMESTER THEORY EXAMINATION 2009-10

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

Note : Attempt all questions.

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

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

Match the part of list A with that of list B :

List A

- (a) Communication is a
- (b) Communication between higher to lower level
- (c) Informal communication involves
- (d) Sentences which command or request actions
- (e) A report is a description of

List B

- spontaneous expression of responses/ideas.
- an event carried back to some one.
- are called imperative sentences.
- is downward communication
- circular process.

Ans. Match the Parts of list A with that of list B :

List A

- (a) Communication is a
- (b) Communication between higher to lower level
- (c) Informal communication involves
- (d) Sentences which command or request actions
- (e) A report is a description of

List B

- circular process.
- is downward communication
- spontaneous expression of responses/ideas.
- are called imperative sentences.
- an event carried back to some one.

Fill in the blanks with with most appropriate word/expression on the basis of the course contents prescribed to you :

- (f) The essay "Science and Survival" is written by
- (g) To achieve clarity, one must use the correct word
- (h) In a periodic sentence the main clause comes at the
- (i) The pronouns should agree with their in number gender and person.
- (j) He died heart failure. (insert a preposition)
- (k) Under upward communication the flow of information is from Level.
- (l) His watch is superior to and better that. (insert a suitable word)
- (m) car must be insured. (insert a suitable article)
- (n) A speech made without any previous preparation is (Write one word substitute in the blank)

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

Ans. (f) Barry Commoner (g) order (h) end (i) subject (j) of
(k) lower (l) than (m) A (n) Extempore/Impromptu (o) later

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

(p) He only scored ten runs.

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

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

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

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

Ans.

(p) He only scored ten runs.

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

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

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

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

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. (a) Economy : Good writing is reflected in one's ability to write precisely and effectively what one wants to say. To achieve economy in communicating his viewpoint the writer should avoid long winded sentences. Unless repetition is deliberately introduced, it should be avoided at all cost. Redundancy is a major flaw in writing, which, again, should be avoided. Anything, however important, that distracts the reader's attention from the main point should be left out. To achieve this the writer should.

(1) Avoid misguided attempts at a 'literary' style which can become pretentious.

(2) Prune away useless words, and

(3) Avoid the use of long- winded sentences or phrases, by applying the principal of reduction, where ever necessary, that is by reducing a sentence into a clause, a clause to a phrase or a phrase to a word, wherever possible.

For Example : I was born in the city of Secunderabad.

It is located in the state of Andhra Pradesh.

Now the second sentence is reduced to a clause :

I was born in 'Secunderabad', which is in Andhra Pradesh.

Now the clause is reduced to a phrase :

I was born in Secunderabad, in Andhra Pradesh with further reduction of the phrase, the final effective sentence reads thus :

I was born in Secunderabad, Andhra Pradesh.

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

Ans. (b) Paragraph on 'Inductive Method' : The habit of basing opinions on reason, when it has been acquired in the scientific sphere, is apt to spread to the sphere of practical politics. Why should a man enjoy exceptional power or wealth merely because he is the son of his father? Why should white men have privileges denied to those with other complexions? Why should women be subject to men? As soon as these questions are allowed to come into the light of day and be examined in a rational spirit, it becomes very difficult to resist the

claims of justice, which demand an equal distribution of ultimate political power among all adults, with the exception of those who are insane or criminal.

It is, therefore, natural that the progress towards democracy have gone hand in hand.

(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. (c)

A Report
on improvement of
communication system
in
Wipro Telecom
New Delhi
From,
XYZ
Technical Expert
Date.

The Managing Director
Wipro Telecom
New Delhi
Sir,

It is to bring to your kind notice that our organisation is in need of improvement to progress properly. Sir I have recently joined your organisation as a technical expert and after observing the working conditions and facilities I found that the employees are facing a lot of problems because of lack of communication medium. Further I would like to say that there is a dire need of improvement in communication system so that the employees can complete the work without any problem and can give quality output.

It is, therefore, requested you to kindly look after the matter and to instruct the concerned authority to take desired action.

I shall be highly thankful to you.

Yours Sincerely

X.Y.Z.

Technical Expert
Wipro Telecom

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

Ans. (d) While hard work and good ideas are essential to success your ability to express. Those ideas and get others to join you is just as important the approach presented here is predicated on the notion that involves few basic steps. The first step is :

Defining purpose : The purpose of presentation must be clearly defined before we start the presentation it means why are you speaking what do you want your audience or members to know think, believe or do as a result of your presentation.

Analysing Audience and Locale : Audience analysing involves who is your audience, how do the characteristics, skill, opinion and behaviour of audience, effect your purpose. By having some prior

information speaker can decide and plan his presentation technique *i.e.*, The visual aids are likely to be more effective with that sort of audience. Knowing about the locale is another pre-factory step we have to be sure about the size of audience and the place where they will be sitted, Arrangement of lighting, mike etc.

Organizing Contents : It means to arrange the contents of the idea in a natural order, make it easy to follow, Go from simple to complex. We generally Organize contents in these three parts.

- (i) introduction
- (ii) Main body or discussion
- (iii) Conclusion

(i) Introduction : Introduction is the opening of our presentation it should be very interesting and arresting. We may begin with some alarming statistics, some humerous anecdote or some quotation that declare the purpose and the scheme of presentation. The introduction pre pares the audience for what is to come in the main body of presentation.

(ii) Main body or discussion : The main body supports your aim, the major point already highlighted get explanation here.

(iii) Conclusion : The Conclusion will sum up the main points. It will also reminds the audience the occasion of the presentation.

Preparing Outline : In order to save the presentation from been unnecessary lengthy. It is desirable to use an outline.

Audio-Visual Aids : We increase the value of our presentation by using the audio visual aid by addressing a large audience. The speaker has to make use of public address system. We know by our common experience that things-seen are retain longer in the memory then those heard. So, it is always advisable to make use of visual aids during a presentation.

Nuances of delivery : If the contents of the presentation are important, the manner of putting them, forth is even more important. It is not enough that we know what to say, we should also know how to say.

Proxemics : Proxemics means space between two persons engaged in the act of comm. Much will depend upon the places, where the comm. takes place.

Paralinguistics : Voice gives extra life to your delivery therefore, you may find it useful to understand characterstic, nuances of voice, namely quality volume, Race/Rate, Pitch, articulation, pronunciation and pauses.

Chronemics : Chronemics means time management . It is the study of how human being communicate through their uses of time. We must react for the presentation at the right time.

These all are speaking abilities and strategies to make an effective presentation.

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

Ans. (e) Kinesics : Kinesics is the name given to the study of body's physical movement. In other words it is the way the body communicates without words through various movements of its parts. The most important features of kinesics are the following :

Personal appearance : A speaker makes an impression with the personal appearance. He has to be properly dressed for the occasion and make a friendly cheerful presence before the audience.

Postures : Postures generally refers to the way we hold (carry) ourself when we stand, sit or walk. Right postures encourage the audience to participate. The body language of the speaker has a way of conveying the message that you would welcome question rather than ward them off.

Gestures : Gesture is a movement made by hands arms, shoulders, head, and torso. Gestures clarify your ideas or reinforce them and should be well suited to the audience and occasion.

Right Gesture in the right place make our presentation more lively But to over do them is underirable we have also got to guard against the habitual Gestures like playing with a pen and any other object.

Facial Expression : A smile stands for friendliness, a smiling face is the best introducer. Expressions comes naturally as we speak and proceed with the presentation.

Eye Contact : The most imp. part of verbal communication and body language is eye contact Eyes reflect the mind of a person.

Q. 3. Attempt any one part of the following : 10 × 1

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

Ans. (a) There are various media of expression. It includes mass media, print media etc.

There are several mass media such as books, newspaper, television which mediate communications.

In the use of this media the messages are for a large audience, that is heterogeneous and anonymous, the approach is impersonal.

Press interviews given by the chairman of a large firm, advctisements for a particular product or service, and the like take place through mas media.

Oral communication through mass media requires some equipment, such as microphones, amplifiers, etc. and written from needs print or visual media.

Q. 4. Attempt any oae part of the following : 10 × 1

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

Ans. (a) Man's treatment of man has not always been human. Even today men are killed for political reasons. In the name of religion, man has sacrificed man. In a police lock-up men torment men to prove a case. In ancient Rome spectators cheered when captives were shup up with lions, for sport. Slavery has been practised in the most civilized country of the world too.

(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. (b)

Technical Writing	General Writing
(1) Technical content	General Content
(2) Specific Vocabulary	General Vocabulary
(3) Specific audience	General audience
(4) It is always formal	It is both formal and informal
(5) Both oral and written	Mostly oral
(6) It follows a set pattern	No set pattern of communication
(7) To instruct and to inform	To entertain or to inspire
(8) It is always objective and purpose oriented	Both subjective and objective

Example : An engineer is not supposed to write in the following manner :

'The soldering has not been properly done, the crack is not all filled up'

He should not write in the following manner too :

'The two parts of the metals have not been properly patched up'

He is expected to use the following sentence :

'The soldering is imperfect'.

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. (a) Technical Proposal : A proposal is a systematic, factual formal and persuasive description of a course of action or set of recommendation or suggestions. It is a method of persuading people to agree to the writer's view or accept his or her suggestions. It is written for a specific audience to meet a specific need. Engineers, scientists, researchers, business executives and managers have to write proposals to persuade people to agree to their solutions, ideas or suggestions.

Elements or Structure or layout or division or parts of a proposal

1. Title page
2. Table of contents
3. List of illustrations
4. Summary
5. Introduction

6. Statement of problem : This section contains an objective description of the problem or situation that the proposal intends to address.

7. Proposed plan and schedule : This section presents a schedule of activities, highlighting the main course of action.

8. Advantage/Disadvantages : This section reinforces that the proposal has more advantages than disadvantages by making realistic comparisons.

9. Recommendation
10. Conclusion
11. Appendices

Structure of Report : A formal report generally consist of three parts which are known as front matter, main body and back matter. These are further subdivided into several parts. A formal report may include the following parts.

- | | | |
|--------------------------|---|--------------|
| 1. Cover | } | Front Matter |
| 2. Title page | | |
| 3. Preface | | |
| 4. Acknowledgement | | |
| 5. Table of content | | |
| 6. List of illustrations | | |
| 7. Abstract and summary | | |
| 1. Introduction | } | Main body |
| 2. Description | | |
| 3. Conclusion | | |
| 4. Recommendation | | |

- | | |
|--------------------------------|---------------|
| 1. Appendix | } Back Matter |
| 2. References and Bibliography | |
| 3. Glossary | |

Now we will have a brief description of these elements.

Cover : Short report can do without a cover but a long report must have a cover page. It will protect the main text of the report.

Title Page : It is more important part of the report because the title page contains the following information. The title of the report, its number, date and classification, the name of the author and organisation and the receiving authority for eg.

A Report on
communication skill
submitted to
R.G.E.C.
Submitted by
Amit Agarwal, R.G.E.C.
on
19 Feb. 2009

Preface : It is an optional element. It introduces the report by mentioning the background of the report the introduction of the subject to the readers, reason for writing the report, its features and report.

The letter of Acknowledgement : It is just a thanks giving note. It contains the name of the person, who contribute to the production of the report.

Table of contents : This section is a list of headings and sub-heading with page no into which the report has been divided.

List of illustrations : The list of illustration gives systematic information about tables, graphs, figures and charts used in the report.

Abstract and summary : A longer report must have its abstract or summary. It includes the essential information in the report.

Introduction : This part of the report introduces the report to the person who would be reading it.

Description : This is the main part of the report. It focuses on facts and finding of the report. It is usually divided into section and sub-section.

Conclusion : In a report, conclusions state the result of all discussion or arguments that have preceded this section.

Recommendation : This section propose a course of action to improve a situation or a condition. It may present several ways to solve a problem or improve a situation.

Appendix : It contain the information which could not be included in the main text.

References and Bibliography : When a person who prepares a report borrows some information or ideas form some other source, he gives information regarding the sources.

A bibliography is a list of books that have been consulted, or should be consulted for further study.

Glossary : A glossary is a list of words which-might be unfamiliar to the reader and need explanation. The technical term which are likely to confuse the reader can be included into the glossary.

5. (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.

Ans. (b) Sharda Cables Ltd.

Calcutta

5, Feb, 2010

Soles Manager

M/s Hindustan Cables Ltd.

Calcutta

Sir,

We refer to your advertisement in The Hindustan Times of January, 20, 2010. We are interested in knowing more details about the price and terms of sales.

We, therefore, request you to send us the details as early as possible.

Sincerely
Sharda Cables Ltd.

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. (a) Body Language plays a vital role in oral communication. But before understand it, we must understand body language—Body language is the way in which body communicates without words, that is, through various movements of its parts. Through outward body movements true inner conditions are reflected. Gestures, postures, facial expressions, eye contacts are parts of body language.

In oral presentation, presenter presents his views through words. To give proper emotion and weight to his word, he has to use his postures, gestures, eye-expressions. As we know face is the index of our mind. Eyes play an important role in conveying message. As by making eye contact like presenter shows his intensity of interest. Eye contact as well as eye movements indeed help significantly in communicating successfully in oral communication.

The facial expressions are associated with happiness, surprise, fear, anger and sadness. Even eye, nose, cheeks or forehead express one's inner goings on. For example, the eyebrows with upper and lower eyelids raise, giving a wide-eyed effect indicate that the person is excited, surprised or brightened. In addition to the face and eyes, other body parts move and convey meaning. For example, if the arms are spread far apart, shuffling from one leg to another and body slightly extended forwards, these gestures convey meanings of wide, nervous and intense.

In all these ways an oral communication can't be completed with body language.

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

Ans. Barriers to Communication : There are several barriers to communication. They generate confusion and misunderstanding.

We can describe these barriers into the following categories :

- (A) Semantic Barriers
- (B) Physical barriers
- (C) Organisational barriers
- (D) Psychological barriers.

(A) Semantic barriers : These barriers are related with problems in the process of encoding and decoding the message into words or other impressions. Semantic barriers are the following :

(i) Different Languages : People of different areas have different languages. This is obvious barrier when there is no common language to convey ideas and feelings.

(ii) Different context for words and Symbols : Words and symbols used have several meanings depending upon the context in which they are used e.g.,

(a) Give me water to drink (Here water means glass of water).

(b) The water dispute of Punjab and Haryana. (Here water means water of river)

(iii) Poor Vocabulary : Poor vocabulary is also a barrier for the communicator to convey written or verbal message in right sense. The communicator should know the clear meaning of the used words.

(B) Physical Barriers : Some of the physical barriers are as follows :

(i) Noise : Noise may be physical psychological and written loud noise or noise due to machines, affects listening process is physical noise.

Mental trouble, inattention and indifference of the listener means psychological noise, bad hand writing and incorrect typing is written noise.

(ii) Improper Time : Improper timing of communication also hinders the process of communication. A phone call at midnight can irritate the receiver if message is not urgent.

(iii) Distance : The distance between sender and receiver acts as a barrier in the communication process as the sender has to speak loudly to convey the message.

(iv) Overloaded Information : Overloaded information is also a barrier to communication. It distracts the receiver's attention.

(C) Organizational barriers : Organization barriers are as follows :

(i) Organizational Rules and Regulations : Rigid rules and regulations relating to communication, causes delay of message and discouragement to employees in conveying their creative ideas.

(ii) Non conducting of staff Meeting : To overcome the above barrier, certain organizations conduct staff meetings to know the suggestions of employees. In organizations where such meetings are missing, free flow of communication is interrupted.

(iii) Wrong choice of channel : There are many channels of communication, like face to face, telephonic, E-mail and audio visual. Each channel is not ideal and perfect in every situation. So wrong choice of channel can also be a barrier to communication.

(D) Psychological Barriers : Various psychological barriers are as follows :

(i) Selective Perceptions : We perceive only selective content based upon our needs, motives, experiences, background etc. It results into misunderstandings.

(ii) Attitude of Superiors : If the superiors are afraid of authority and lack confidence in themselves as well as in their subordinates, they will obviously try to conceal or filter the information.

(iii) Attitude of Subordinates : The negative attitude of subordinates also affects the communication flow. Their inferiority complexes, unwillingness to share information and fear of action are the obvious barrier to communication.

(iv) Poor Listening : Poor listening is one of the psychological barriers in the effective communication. Most of the people do not listen to what the other is saying but what they want to listen. Thus this also act as a barrier to communication.

(v) **Egotism** : The self centered persons thinks that their own ideas are more important and others are wrong. Such people are very bad listeners. As a result the communication process is hindered.

(vi) **Emotions** : Emotions such as hatred,, anger, anxiety obstruct the communication process. Excited, nervous, frightened individuals cannot receive the message as it is.

Q. 7. Comment any two parts of the following : (based on the essay: from Improve Your Writing)
5 × 2

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

Ans. The effect of scientific temper on men Written-Bertrand Russell

The seventeenth century men who invented the modern scientific method are credited with inventing a new mathematical technique and also known for abandoning the view that nature conformed to human tastes and hopes and fears. The belief was that pestilences and earthquakes were sent to punish sin as rains to reward virtue. The scientific temper abandoned this point of view to find out how nature works, we must be guided only by careful investigation of facts. This scientific temper introduces men to the fact that nature does what it does, nor what we should wish, nor yet what we should fear. From this scientific attitude the modern world has developed. The embodiments of the western culture in the west who were at first, in a tiny minority and now are in the main, are ignorant of this development. Whether for good or evil it is scientific technique that is the main cause of the changes that the world is undergoing. The Industrial Revolution which contributed to the defeat of Napoleon was hated in the country where it originated but later it spread to other western countries and to Russia and Asia and transformed the world. Whether the scientific technique which alone the east wants to learn is boon or a disaster, it is an open question but it is the root of all the changes taking place in the world.

7. (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.

Ans. Poets and scientists find it necessary to give a pure sense to the word. But the purity of scientific language is not the same as the purity of literary language. Scientist says only one thing at a time with the greatest possible clarity. He uses new technical words or jargons to achieve his purpose. Literature is a device for reporting the multifarious facts and expressing their various significance. The literary artist creates a language capable of conveying multiple significance of human experience on private and public levels. The scientist interprets the natural objects while the literary artist enjoys their beauty.

7. (c) Science and humanities share in common the capacity to 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.

Ans. The Aims of science and the humanities : Moody E Prior : There are certain differences between the method and aims of science and the humanities and these should not be ignored.

The humanities record and invite emotional responses. These attempt to understand and evaluate human goals. On the contrary, scientific theories and formula have nothing to do with the human search for happiness and fulfillment in life. It only leads to more research. So the scientific activity is independent of its moral and social impact. Another thing which differentiates science from the humanities is that a scientific product can be defined without a reference to aesthetic response whereas the products of the humanities such as a work of music or a poem cannot be defined without any reference to aesthetic responses.

Another difference between science and humanities can be noted : in science we interpret data to generalize : and these generalizations hold universally until challenged by some. New events or discoveries. But in humanities, subjective interpretation of a singular experience bears the individual's stamp of uniqueness.

Finally, the products of science are impersonal, but those of humanities are inseparable from the identity of the artist.

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

Ans. Philosophy, the mother of sciences, is comprehensive science, It criticises sciences, synthesizes them and mothers them.

Philosophy criticises the sciences by examining their assumptions, which may be indefensible and conclusions, which may be mutually inconsistent.

Philosophy synthesizes sciences because each of them keeps to its limited scope. This may lead to a distorted partial view. Philosophy regards the whole, Taking a comprehensive view, philosophy draws general conclusions from particular thesis of different sciences.

Scientists look upon the single aspect of a complex reality like the blind men of Burma who visited an elephant. The philosopher's synthesis is required to understand the whole.

Just as a mother's task becomes more and more difficult as the number of children goes on increasing in her family, the task of philosophy to maintain a harmony among the emerging branches of new sciences becomes even more challenging. Specialised sciences are self-centred; philosophy has to arrange all of them in their proper place in a larger scheme.