

B. Tech

**(SEM. I) ODD SEMESTER THEORY EXAMINATION, 2010-11**

**PROFESSIONAL COMMUNICATION**

**SECTION—A**

Note : Question-1 contains 20 objective type questions. Write correct answers for each one.

- I. (a) Communication carried with a large audience is known as :
- |                                 |                                  |
|---------------------------------|----------------------------------|
| (i) Interpersonal communication | (ii) Extrapersonal communication |
| (iii) Mass communication        | (iv) Intrapersonal communication |
- (b) Horizontal communication takes place :
- |                          |                         |
|--------------------------|-------------------------|
| (i) Among the peer group | (ii) From top to bottom |
| (iii) From bottom to top | (iv) All of above       |
- (c) What is Noise ?
- |   |  |
|---|--|
| (i) Use of indecent language            | (ii) Interference in the communication process |
| (iii) Mixture of loud, unpleasant sound | (iv) Use of unintelligent sound                |
- (d) Verb of the word "blood" is :
- |              |                        |
|--------------|------------------------|
| (i) Bleeding | (ii) Bleed             |
| (iii) Bloody | (iv) Bone of the above |
- (e) There is one word in which prefix is wrong :
- |               |                     |
|---------------|---------------------|
| (i) Unknown   | (ii) Unprofessional |
| (iii) Uncouth | (iv) Unnatural      |
- (f) There is one word in which suffix is wrong :
- |                    |                  |
|--------------------|------------------|
| (i) Felicitation   | (ii) Permission  |
| (iii) Purification | (iv) Fascination |
- (g) Abstract noun of the noun 'musician' is :
- |              |              |
|--------------|--------------|
| (i) Music    | (ii) Muse    |
| (iii) Muscle | (iv) Muscian |
- (h) Antony of 'vivacious' is :
- |              |              |
|--------------|--------------|
| (i) Humorous | (ii) Languid |
| (iii) Lively | (iv) Jovial  |
- (i) Coherence in technical writing means :
- |                        |                |
|------------------------|----------------|
| (i) Consistency        | (ii) Precision |
| (iii) Economy of words | (iv) Clarity   |
- (j) Precise writing means :
- |                              |                                   |
|------------------------------|-----------------------------------|
| (i) To correct the sentences | (ii) To expand the sentences      |
| (iii) To expand the idea     | (iv) To write summary or abstract |
- (k) A 'report' is a form of :
- |                         |   |
|-------------------------|---|
| (i) General narrative   | (ii) Special as well as general narrative |
| (iii) Special narrative | (iv) None of the above                    |
- (l) Memo reports are circulated within :
- |                              |                                       |
|------------------------------|---------------------------------------|
| (i) Group of businessmen     | (ii) Persons of different professions |
| (iii) A company or an office | (iv) None of the above                |
- (m) Appendices in a technical contains :

- (i) The name of writers
  - (ii) The inferences drawn on the basis of the analysis of the results
  - (iii) The details of the method used
  - (iv) Some other information related to area of research.
- (n) Which of the following is not a function of introduction in a presentation ?**
- (i) Introduce a subject
  - (ii) Establish the credibility
  - (iii) Discourage the audience
  - (iv) Preview the main idea
- (o) Extempore speech is :**
- (i) Readymade speech
  - (ii) Prepared speech
  - (iii) Premeditated speech
  - (iv) No prior preparation or thought
- (p) Kinesics means :**
- (i) Study of voice
  - (ii) Study of body language
  - (iii) Study of time language
  - (iv) Study of space language
- (q) Voice Intonation means :**
- (i) Spreading of voice
  - (ii) Putting stress at the right place
  - (iii) Narrowing the voice
  - (iv) None of the above
- (r) Touching and rubbing nose communicates :**
- (i) Confidence
  - (ii) Aggression
  - (iii) Doubt, Lying
  - (iv) Boredom
- (s) Personal space language extends :**
- (i) From 18 inches to 14 feet
  - (ii) From 4 feet to 12 feet
  - (iii) To maximum 18 inches
  - (iv) From 12 feet to 30 feet
- (t) What was the theory of Burno ?**
- (i) Man and Earth are not unique
  - (ii) Man is unique
  - (iii) Earth is unique
  - (iv) Man is strange

**Ans. (a) (iii), (b) (i), (c) (ii), (d) (ii), (e) (iii), (f) (ii) (g) (i), (h) (ii), (i) (i), (j) (iv), (k) (iii) (l) (iii), (m) (iv), (n) (iii), (o) (iv), (p) (ii), (q) (ii), (r) (iii), (s) (i), (t) (i).**

### SECTION—B

**Note :** Attempt any three parts of the following :

(10×3=30)

**Q. 2. (a) Discuss the main features of technical communication.**

**Ans.** The five basic features of technical writing include accuracy, brevity, clarity, comprehensiveness and objectivity. Accuracy includes accuracy of information as well as that of expression. One must assume oneself of the accuracy of information before communicating. Accuracy of expression demands that there should be no errors of grammar, spelling punctuation or usage. Accuracy of expression also demands 'precision' in the use of words, phrases, sentences and paragraphs. Brevity is the quality of being brief but comprehensive in expression. One must try to be as brief as possible and give maximum information in the minimum number of words possible. Clarity refers to the quality of being unambiguous and easily understood. It involves both clarity of expression as well as clarity of thought. Comprehensiveness demands that the document should be complete with all the information that readers will need. The last feature of technical writing is objectivity. Technical writing involves an objective and systematic discussion, analysis, and interpretation of facts rather than expression of sentiments and emotions.

**Q. 2. (b) What is the role of 'Grapevine' in organizational communication ?**

**Ans.** Communication is essential for the internal functioning of any organization. The interaction between the different individuals working in a company or organization takes place through different channels. These channels could be both informal and formal. Informal channels transmit official news through unofficial and informal communicative interactions known as the 'grapevine'. This informal

communication network includes tea time gossip, casual gatherings, lunch time meetings and so on. These channels may not be very reliable as they may be company rumours or just gossip. Such channels are more active in organisations that are not transparent. As employees want to know what is going on in their organisation, they seek out unofficial sources of information. The grapevine is not always negative for an organisation and can, in fact, be helpful as it helps in positive group building by acting as a safety valve for pent-up emotions. It may help in building-up organisational solidarity and harmony.

**Q. 2. (c) What is the aim of literary language ?**

**Ans.** Language as a medium of expression is inadequate whether in literature or in science. In both, language needs to be purified. The literary artist's way to purify the common speech is quite different. He tries to enrich it with multiple meanings, and makes it susceptible to various subjective interpretations.

The literary artist creates such a language which is capable of multifarious significance of human experiences on private as well as public levels. He has nothing to do with the scientific interpretation of a natural object. His concern is with his private experiences or the private experiences of other persons. He enjoys the beauty of natural objects. For eg. A rose to a literary artist is an object, having multiple meanings and significance.

**Q. 2. (d) What is the need of audience analysis before a presentation ?**

**Ans.** Before a speaker begins his talk, he should have some knowledge of the audience before hand — their age, sex, interest, background and nature. Also he should be able to know the size of the audience, he is going to address. For example, if he is going to make a sales presentation among the people of higher income group, of sophisticated society and well educated, in such a situation, he will provide people the maximum information regarding the product in well chosen vocabulary. Afterwards he will try to persuade them to buy that good. His sales presentation will be a combination of informative and persuasive presentation.

Similarly if the presentation is made in order to explain the executive committee the financial ramification of a foreign company's takeover offer, the language and style will be in accordance to the levels of the audience members.

For effective presentation, it is necessary to develop an audience profile. Bovee et al list six ways of developing audience profile.

- (i) Identify the primary audience (recognize the decision makers or opinion moulders in the crowd)
- (ii) Determine audience size.
- (iii) Determine audience composition. (recognize their need, interests, attitudes, cultural barriers etc.)
- (iv) Project audience's probable reaction.
- (v) Estimate audience's probable reaction.

Below is a figure given by Bovee et al, showing the audience's profile :

	<b>Audience Analysis</b>	<b>Audience Profile</b>
1.	Who is your primary audience ?	How to establish credibility with them ?
2.	How big is your audience ?	What media they prefer and expect ?
3.	What is your audience's composition ?	What information is pertinent to them ?
4.	What is your audience's levels of understanding ?	What information they require ?
5.	What is your audience's probable reaction ?	What audience members want to know ?

Another point that needs attention is the cultural diversity of the target audience because the multiculturalism will affect how the speaker's messages are conceived, composed, delivered, received and interpreted.

**Q. 2. (e) Explain briefly the chronological method of writing.**

**Ans.** This method is the natural order of narration in which one event leads to another. This method is used to document time or the steps in an instruction. Gerson and Gerson give a good example of the use of chronological method. To quote their words :

For example, an emergency medical technical reporting services provided during an emergency call would document those activities chronologically.

“At 1.15 p.m., we arrived at the site and assessed the patient’s condition, taking vitals (pulse, respiration etc.) At 1.17 p.m., the patient was on an IV drip and enroute to the hospital. Our vehicle arrived at the hospital at 1.35 p.m.; and hospital’s staff took over the patient’s care.

Chronology method is also used to document steps in an instruction. If we bury key data on the bottom of a page, the reader might not see the information. But if the data is presented one-third from the top of the page and two-thirds from the bottom, we find it garners more attention. Readers generally focus their attention on the first several points more than on the last few ideas. Therefore they should be organized by importance. The more important ideas should be placed above the less important ones.

### SECTION—C

Note : Attempt in all five questions ; one from each question : (10× 5 = 50)

**Q. 3. (a) What do you mean by technical communication ? Differentiate between technical communication and general communication.**

**Ans.** The word ‘technical’, as defined by the Oxford Advanced Learner’s Dictionary, refers to something “connected with the practical use of machinery, methods etc. in science and industry”. Technical communication, therefore, means the transmission of facts, figures, ideas and all sorts of scientific and technical information from one individual to another.

**Difference between general and technical communication :** Technical communication differs from general communication in style, in content and in approach of presentation or in language. Difference between general and technical communication can be explained as :

Technical Communication	General Communication
1. Technical content.	1. General content.
2. Specific vocabulary.	2. General vocabulary.
3. Specific audience.	3. General audience.
4. It is always formal.	4. It is both formal and informal.
5. It is always factual.	5. It can use emotions and fancy.
6. Both oral and written.	6. Mostly oral.
7. It follows a set pattern.	7. No set pattern of communication.
8. Accurate and precise.	8. Decorative and bombastic.
9. To instruct and to inform.	9. To amuse or to inspire.
10. It is always objective and purpose oriented.	10. Both subjective and objective.

**(b) Discuss the concept of ‘Noise’ in communication. What are the main barriers to communication ?**

**Ans.** Whenever there is any interference or break in the communication process, it makes difficult for the sender to convey his message and for the receiver to receive it. The message, thus, is partially conveyed or partially received, so will be the response. This is known as ‘noise’.

**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) Organizational 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. 4. (a) What are the requisites of good sentence writing in a technical paper ?**

**Ans. Requisites of a good sentence :** 1. **Keep Sentences Short :** The most effective sentences are short sentences. For best results we must keep the average readers in mind and construct sentences with around 16 to 18 words.

2. **Avoid Sentence Fragments** : Ideas should be expressed in complete sentences. A fragment sentence does not convey the complete meaning and can be quite confusing for the reader.

3. **Avoid Fused Sentences** : A fused sentence is basically an incorrect combination of two independent sentences. Like a sentence fragment, a fused sentence confuses the reader.

4. **Economize on Words** : The smaller the number of words, the clearer will be the message. The best way to economize is to avoid unnecessary repetition.

5. **Avoid Surplus Words** : Very often we use words that add nothing to the meaning of the sentence. It is therefore, advisable to avoid surplus words.

6. **Adhering to Rules of Grammar** : No clear writing is possible without following the rules of grammar. So, the rules of grammar is an essential condition of clear and effective writing.

**Q. 4. (b) Write a paragraph of about 100 words on the following topics :**

(i) Co-education                      (ii) Wonder of Science                      (iii) Corruption

**Ans. (i) Co-education** : Co-education means the education of boys and girls in same school, colleges or universities. This is a modern concept and has brought remarkable change in the societies. The supporters of this system favour the system mainly on two grounds one economical and other sociological. When the both sexes will study together, the environment will be totally changed, boys will become less worse and girls less morbid and that will be beneficial for both sexes when both sexes will be taught in same class room the fence of shyness will be removed and will encourage both sexes to talk and discuss matters freely and confidently.

**(ii) Wonder of Science** : For centuries people believed that bacterial infections could not be cured. By the early 20th century, experts affirmed that microorganisms would never be vanquished. But a scientific answer was provided to them in 1928 by Alexander Fleming when he invented Penicillin.

Discovery of the wheel, invention of the light bulb, sewing machine, aeroplanes, steam engine, telephone, computer, T.V, washing machine, cell phone, etc. has made our lives easy. Hence, it can be said that science has contributed to the development of human society.

**(iii) Corruption** : In our day to day life we see corruption raising its ugly head in every sphere of life. whether we travel across the country, go to a government office or even to a ration shop, we find corruption. Even the educational institutions, known as Vidhya Mandirs have become the centres of corruption.

There is an urgent need of character building. The ethical and moral values should be revived among the youngsters. The family, school and society can play a vital role in this regard. Last but not the least remedy is the infusion of patriotism among the people.

**Q. 5. (a) What are the different modes of business communication ? Discuss in detail.**

**Ans.** The different modes of business communication are :

1. **Business Letters** : Such letters are exchanged between business houses. They also include the letters written by the business houses to the government departments on various subjects such as making representation, making complaints etc.

**Types of Business Letters :**

(i) Sales letters                      (ii) Credit letters                      (iii) Letter of Enquire  
(iv) Letter of Quotation                      (v) Letter of order                      (vi) Claim letters  
(vii) Adjustment letters

2. **Report** : A report, generally, means 'to give an account of something seen, heard, done etc. Report writing has assumed tremendous importance in the modern democratic set up and also in complex business organisations.

**Types of Reports :**

(i) Informational Report                      (ii) Analytical Report                      (iii) Routine Report  
(iv) Special Report                      (v) Oral Report                      (vi) Written Report  
(vii) Formal Report                      (viii) Non-formal Report

**3. Business Proposal :** A proposal is often defined as a plan or scheme that persuades its readers to accept the writer's idea. Proposals are often written by one firm as a response to a request from another firm or the government for the solution to a problem.

**4. Office Memoranda :** A memorandum or memo is a short piece of writing used by an officer of an organisation to communicate within the organisation. It is the most common form of written communication between people or departments, or even branch offices of an organisation.

**Q. 5. (b) Draft a letter of sales for selling 100 computer systems to an educational institution.**

Ans. .           Bharti Computers  
                    New Delhi  
                    December 3, 2011  
                    College of Engineering  
                    New Delhi.

Sir

As your college is one of the esteemed institutes in the area, we as computer dealers, would like to offer our services to you by setting hundred (100) number of computers in your institution.

We assure you that the quality of computers and the software will be the best and upto institute's standard.

All the relevant information is enclosed herewith the letter.

Looking forward for the order.

Sincerely Yours

Bharti Computers

New Delhi.

**Q. 6. (a) What do you mean by 'Report' ? Mention the characteristics of a business report.**

Ans. A report generally means 'to give an account of something seen, heard, done etc.' J. Stanley Jones, while defining a report, says. "A report is a special form of narrative which aims chiefly at conveying information based upon facts." Report is a type of narration but it differs from other forms of narrations. In descriptive and dramatic narratives, there is some scope for digression and imagination. A report on the other hand, should be objective in approach based on solid facts. In other forms of narrative often the writer aims at attracting the reader's attention by the adoption of certain ways but in report writing, the main thrust of the writer is to provide information in a scientific and objectives ways. Thus, in brief, the reports submitted by the members of some commissions, conferences, seminars or meetings on their proceedings should be based on facts.

**Characteristics of Business Report :**

1. The business report should be concise. Irrelevant descriptions should be avoided.

2. Main ideas should not be omitted.

3. Ideas should be logically arranged *i.e.* where one idea leads to another naturally.

4. The reporter is supposed to be detached and impersonal.

5. It should be complete in all respects.

6. Use of bombastic language should be avoided.

7. As the business reports are meant to inform the shareholders, directors or members of an enterprise hence all necessary information should be furnished such as summary of a balance sheet, market trends etc.

8. Important factors should be given at the very inception.

**Q. 6. (b) Draft your curriculum vitae in which you have to discuss about your unique selling properties.**

**Ans.** SAURABH MALHOTRA  
C-21/14, Sector-20, Noida-201301  
E-mail : saurabh@yahoo.com

**Position Sought :** Sales Manager

**Objective :** To contribute to the growth of a leading MNC by working in a challenging position.

**Education :** I I M, Ahmedabad M.B.A. in Marketing, July 2010 I I T, Mumbai B. Tech in I T, July 2008

**Special Skills :** Excellent communication skills

Able in customer dealing

Interpersonal Skills

Able to handle any situation

**Activities :** Member, Institution of Engineers, New Delhi

Member, Lion's International club, Ahmedabad

**Interests :** Cricket, Lawn Tennis

Classical Music, Movies

**Q. 7. (a) Discuss the role of kinesics in presentations and interviews.**

**Ans.** 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 cannot be completed with body language.

**Q. 7. (b) How does literature share with science the capacity to formulate concepts as propounded by M.E.Prior in his essay ?**

**Ans.** The creative products of the humanities and science are similar in certain respects. The creative products of art and science tend to a particular form of aesthetic responses which culminate in pleasure. The poet and the scientist achieve it by a series of imaginative leaps. They both store experiences in the unconscious and after sometime suddenly those experiences and emotions emerge and the result is a creative product. The poets as well as the scientist take pride in beauty of form and thus the product is in form and beautiful. Another factor which makes a creative product beautiful is the adequate language whether it is a work of science or of art. Moreover, both the humanities and science find unity in a variety of experience.