

B.Tech.

SECOND SEMESTER EXAMINATION, 2008-09

PROFESSIONAL COMMUNICATION

(EAS-104/EAS-204)

[Total Marks : 100

Time : 3 Hours]

Note : (1) Attempt all questions.

SECTION-A

Q. 1. This question contains 20 matching type/fill in the blanks/objective type questions. specific instruction are given further. 20×1

List A

- (a) Technical Communication**
- (b) General Communication**
- (c) Technical proposal is**
- (d) A dissertation is**
- (e) A feature is**

List B

- may use ornamental language.**
- prefers concrete word to the abstract.**
- business proposal.**
- form of technical communication.**
- a mini thesis**

(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 base of the syllabus prescribed to you.

(f) Moody E Prior writes on the Humanistic and _____ Approaches to Human Activity.

(g) Lack of planning and semantic problems may lead to _____ of communication.

(h) _____ is a good topic for writing an expository essay.

(i) _____ is a good topic for writing an analytical essay.

(j) Emphasis may be used as a device in _____.

(k) Horizontal communication may be seen in _____ group.

(l) One who deals in clothes and fabrics is called a _____.

(m) Any speech delivered without preparation is called _____.

(n) A sentence which contains the main idea of the paragraph is called a _____.

(o) If we change the verb (go) into a noun, it will be _____ (write the word).

(instruction : for question no. p, q, r, s, t)

Read the following sentences and underline the portion carrying the mistake.

(p) The bag contains pens, papers and others.

(q) Please append your sign here.

(r) The climate of Switzerland is cooler than Australia.

- (a) The judge passed order for his release.
 (s) I saw two visitors were sitting in my chamber.

- Ans.** (a) Technical Communication business proposal
 (b) general communication may used ornamental language
 (c) Technical proposal is form of technical communication
 (d) A dissertation, is a mini thesis
 (e) A feature prefers concrete word to the abstract.
 (f) scientific
 (g) barriers
 (h) Literature/Explanation
 (i) Science/Critical thinking
 (j) Paragraph writing
 (k) Peer
 (l) Fabricator/merchant
 (m) impromptu
 (n) topic sentence
 (o) going
 (p) pens, papers and others.
 (q) Please append
 (r) is colder than Australia
 (s) judge passed order
 (t) were sitting in my chamber.

SECTION-B

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

(a) "Technical writing is professional writing." explain.

Ans. Technical writing is a transfer of information related to specialized subjects and various scientific and technical issues. It is a process of communicating a *specific* message to a *specific* audience with a specific purpose. It is a central factor in the emerging knowledge society, where technocrats and professionals in different areas face new communication challenges. We may define technical writing as a transmission of scientific and technical information from one individual or group of another. This exchange professional information may include simple definitions of tools complex descriptions of machines and processes, or sophisticated explanation and interpretation of scientific principle. Effective technical writing is a dynamic interchange that may involve a systematic understanding of scientific and technical subjects.

Q. 2. (h) Write a paragraph using spatial method and underline the topic sentence. (invent the necessary details yourself.)

Ans. If technocrat is writing to describe the parts of a machine or a plot of ground, he will like to organize his text spatially. The writer will describe what he sees as it appears in space—left to right, top to bottom, inside to outside or clockwise. This method helps the reader to visualize what he sees and, therefore, it is better to understand the physical qualities of the subject-matter. The method further helps the reader to envision the layout of the land and the writer describes or the placement of each component within the machine. Read the following example carefully and note how the different steps in *Telescope Making* having been described.

Step I	Remove the mirror from its cell and gently brush its surface with a camel's hair brush, the kind photographers use on their camera lenses.
Step II	Wet a freshly laundered piece of old towelling—the older the better, since filler material and dust have been washed out by repeated laundering—in distilled water.
Step III	Pour a solution of detergent and distilled water on the mirror and allow it to stand for a few minutes.
[N.E. Howard, <i>Handbook for Telescope Making</i>]	

This example clearly brings into light how time order or Spatial method is employed to develop paragraphs and obtain unity.

Q. 2. (c) Mention any five practical tips for writing a letter of enquiry, and in the light of these tips write a letter of Enquiry to Knowledge Evolution Media (KEM) Pvt. Ltd. Ghaziabad, which is a software and media company, regarding a specific software for your establishment.

(invent the necessary details yourself)

Ans. Inquiry letters are written to request information or seek clarifications. Following are the broader guidelines for drafting a letter of inquiry :

- (a) A letter of inquiry should be organised into three parts : opening, body, and closing. The opening of a letter of inquiry should make the purpose of the letter clear and tell the reader why the letter is being written. Questions seeking the needed information should be listed in a clear and specific way. The body should give details that explain the request. The writer should tell the reader what s/he is working on, and why s/he needs the requested information. S/he may also provide necessary details that the reader needs to know in order to respond to the inquiry. The letter should be closed with a good will expression seeking an action-oriented response, and specifying the action that the reader should take.
- (b) A standard business-letter format should be used.
- (c) The tone of the letter should be consistently positive.
- (d) Care should be taken to ensure that grammar, usage, vocabulary, spelling and punctuation, are correct.

251, Park Road
Delhi
June 29, 2009
The Manager (sales)
KEM Pvt. Ltd.
Ghaziabad
Dear Sir,

Please refer to your advertisement in June 27 issue of the Times of India about new softwares developed by your company.

I am interested in buying the new and advanced software which could prove useful from your company.

However, I would send you the necessary details through mail. Please send me more information about the software developed by your company I look forward to hearing from you.

Regards

X.Y.Z

Q. 2. (d) Comment on 'body-language as a presentation strategy'.

Ans. Body Language/Kinetics

(Non-verbal communication)

While defining the non-verbal communication, Raymond V. And John D. White, "By non verbal communication, we mean all communication that involves neither written nor spoken words but occurs without the use of words". In practice we find that verbal communication is inclusive of non-verbal communication also. In interviews and oral presentations, the **kineics** or body movements, a subarea of verbal communication, also plays vital role.

The important elements of body language are :

Maintain Eye-Contact : The speaker should maintain a steady eye-contact because it is an effective means 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. Eye contact as well as eye movements indeed helps significantly in communicating successfully in oral communications.

Face and Eyes : Face is the index of mind. The face, it means, reflects what is going on inside the speaker. In this context, eyes tell use much more than other facial features. The facial expressions are associated with happiness, surprise, fear, anger and sadness.

Gestures : In addition to the face and eyes, other body parts move and convey meaning. These movements are known as gestures-the physical movement of arms, legs, hands and head. For example, if the arms are spread far apart, shuffling from one leg to another and body slightly extended forwards, these gestures convey meaning of **wide, nervous and intense**.

Appearance : By appearance we mean external appearance in which our dress, jewellery and make-up play a pivotal role. The speaker should consider how others will view him in relation to how he wants to be seen. He should dress up himself in simple and *sobriety* dress.

Q. 2. (e) Bring out briefly how philosophy functions as a comprehensive science. (with reference to A.J. Bahm's essay 'The Mother of the Sciences')

Ans. Philosophy functions as a comprehensive science in three ways. First it criticizes the sciences, secondly synthesizing the sciences and finally is the mother of the 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 sciences 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 sciences 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 work of philosophy, the mother of sciences, will never be done. It will serve three main function—first to give birth, secondly to set quarrels and finally to harmonise the particular sciences.

SECTION-C

Q. 3. Attempt any four parts of the following :

10 × 5

(a) Explain the distinction between General and Technical Communication with the help of examples from the day - today life.

Ans. Technical Writing : All the writings that deal with technical, scientific and professional subject for very practical purposes can be defined as technical writing. Technical writing is simple, lucid, dispassionate, logically arranged, unambiguous and precise. It is basically the practical writing that people do as a part of their job. Technical writing is used in order to instruct technocrats and higher officials give instructions for using equipments or performing duties.

General Writing : The word 'general' is too general to convey a very clear meaning of the kind of writing, we can include in this category. All writings that are done without any reference to special technique and terminology are general writings. These writings are always cast in personal style. The basic purpose of general writing is to amuse the reader. The style of general writing is decorative and it often includes bombastic words. General or literary writing can be and must be figurative, imaginative, passionate, mystifying and stylistic.

Differences between Technical writing and General Writing

S. No.	Technical Writing	General Writing
1.	Use familiar and easy words.	Extravagant and pompous choice of words.
2.	Basic purpose is to make the technology more useful and available.	Basic purpose is to amuse the readers.
3.	Impersonal style is the hallmark of technical writing.	These are often cast in personal or subjective style.
4.	Accuracy is the main feature of technical writing.	General writings can be expressive and round about.
5.	Technical writing are meant for specific audience.	General writings are for all.

Q. 3. (b) "Language is a tool of communication but there are exceptions too" Explain with your original comments.

Ans. Language is the most remarkable tool that man has invented. It enables him to express his ideas and emotions emphatically. To quote, T. Balasubramanian, "*Language has a very important social purpose, because it is mainly used for linguistic communication*". Man can communicate even without using a language. A little baby cries when he is hungry or he slaps his mother when he is angry. In both the above examples, communication takes place without the use of language. But man needs language since he has fine ideas to express. It is a language which distinguishes man from the animal world. Thus, man has a genuine need of linguistic communication. It is an important aid for socialization for it fosters emity and brotherhood round

the globe. People of different castes and creed, of different ethnic groups and also of different nationality can share their views with one another if they know one another's language.

A language can be used in two for the purposes of communication. It can be **spoken** or **written** i.e., we can communicate either using the spoken medium or the written medium. No doubt, speech medium is more popular medium of communication than the writing medium.

Q. 4. Attempt four parts of the following :

(a) Explain any four techniques/methods of paragraph development and write two paragraphs (150 words each) following any two techniques/methods explained by you.

Ans. Four techniques /methods of paragraph development are as follows :

Inductive Method : In Inductive method an author moves from particular statement to the general. The author gives details, arguments or illustrations, which lead finally to the conclusion. The paragraph, that begins with certain information, concludes with a topic sentence, often known as conclusion.

Deductive Method : The most popular used by the writer is the Deductive method. It is the reversal of the logical arrangement of the Inductive method. In the Deductive method, we have a conclusion reached by reasoning from general laws to a particular case. The topic sentence is usually the first sentence in the paragraph stating some general statements. The author finally tries to deduce his conclusion logically. This gives the paragraph a direct, straightforward style which most report readers prefer.

Chronological Method : 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 technician 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. , after stabilizing the patient, we contacted the hospital and relayed the vitals. By 1.20 p.m., the patient was on an IV drip and en route to the hospital. Our vehicle arrived at the hospital at 1.35 p.m., and hospital 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.

Spatial Method with e.g. : If a technician is writing to describe the parts of a machine or a plot of ground, he will like to organize his text spatially. The writer will describe what he sees as it appears in space— left to right, top bottom, inside to outside or clockwise. This method helps the reader to visualize what he sees and, therefore, it is better to understand the physical qualities of the subject-matter. The method further helps the reader to envision the layout of the land the

writer describes or the placement of each component within the machine. Read the following example carefully and note how the different steps in *Telescope Making* have been described.

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[N. E. Howard, *Handbook for Telescope Making*]

This example clearly brings into light how time order or Spatial method is employed to develop paragraphs and obtain unity.

e.g. of Deductive Method : In the present world of complexity, the newspaper plays a vital role in one's life. It serves many functions. First, it helps to know about the mojar events, happening all around us. Secondly, it fills void, created by social isolation. To a solider who by virtue of his profession is cut off from social psrticipation, it keeps him in touch with the social life. Thirdly, it serves as a good companion and thus relieves from the feeling of loneliness. Finally, to an invalid who by virtua of his incapacity is also cut off from aocial participation, it proves a good companion.

Q. 4. (b) "What soever be the type or form of a sentence, it should be shaped in such a way that if could leave its unique impression on the reader".

In the light of the above,

(i) Comment on the requisition of sentence construction and

(ii) Write five sentences and explain where and how have you fulfilled the basic requisites ?

Ans. The Requisites of good sentences : The requisites of good sentence construction in a technical writing are clarity , accuracy, breavity, and precision. As a technical writing needs to be purposeful, precise and reader oriented, it is important to compose sentences that are clear, cohesive, concise, and result oriented.

Clarity and accuracy are essential for good sentence writing. Inappropriate ; sloppy, loose and awkward sentences can never make effective writing. It is important to learn, to write correct and effective sentences in order to compose a technical write up. Breavity is the soul good writing. One must try to be as briaf as possible. Every sentence should give maximum information in the minimum number of word possible. Precision in the use of words and phrases laads to effective sentence writing. Moreover, in order to writa good sentences one should choose appropriate sentence patterns, avoid awkward sentence structure, sentence fragments and avoid fused sentences.

(ii) Five sentences are as follows :

1. *I was born in summer the month of July.*

A more direct version, *I was born in July* conveys the same meaning.

2. *He remarked that he believes that I an a consummate speaker.*

By not repeating the word *that*, the sentence reads much more crisp.

He remarked that he believes I am a consummate speaker.

3. *Before I finalize the schedule, please let me know your future plans.*

This can be better written as :

4. *Please return back my book tomorrow.*

Please return my book tomorrow.

5. *At the present time, I am training two engineers.*

I am training two engineers.

Q. 5. Attempt any one part of the following :

5 × 4 = 20

(a) Write a technical proposal.

(invent the necessary details yourself).

Ans. A proposal for the manufacturing of surgical appliances :

Date : March 5, 2005

TO : Ministry of Health, Lucknow, Uttar Pradesh

From : Prashant Kumar, Manager
Surya Medical Center. Kanpur

Subject : Proposal for the financial assistance for the manufacturing of surgical Appliances.

Summary or Abstract : The project is about to set up a manufacturing unit of surgical appliances. Cotton, artificial limbs, instrument to measure blood-pressure, thermometer etc. would be manufactured. These would help the physically handicapped people in their day-to-day life. Now -a - days such surgical appliances are very much in demand.

Introduction :

The Purpose : Life has become very complex today. Streets are over-crowded hence people often meet accident and become lamb. The artificial limbs will help them to walk and work properly as they did earlier. Other appliances will be of great use.

The Problem : But the supply of these surgical appliances often falls too short of the demand. The establishment of this firm will meet out the people's demand. The availability of different surgical items will be increased.

Scope and Limitations : The scope for these surgical appliances is very wide. In the national as well as the international market there is a great demand of India made artificial limbs.

Now -a -days we heavy power cuts which may hamper the steady working of the manufacturing unit. One more problem which a proposer may come across is the availability of the raw material which often falls short of demand.

Methodology : In order to carry out this project systematically, the project work will be divided among the followings units :

(i) The Design Unit : Its main job will be to decide the shape and form of a limb which is proposed to be manufactured.

(ii) The Material Unit : This unit will help in collecting the required material from different sources.

(iii) The Management Unit : The main function of this unit will be to maintain coordination in the working staff. It will keep an account of the material brought from various sources, money

spent and the quality of the product. It will also manage the labour required in the process of manufacturing these artificial limbs.

Significance : The project will be viable from human point of view. It will also be profitable to the proposer .

Cost Estimate : Raw Material	:	5,000.00
Equipment	:	10,000.00
Wages	:	2,000.00
Contingency	:	20,000.00

(Maintenance of Machines , Correspondence, Traveling etc.)

Total 37,000.00

Q. 5. (b) Comment on the structure and style of writing a business report.

(invent the necessary details yourself)

Ans. Structure of a Report :

A report is said to have three parts, namely :

- (i) Front matter
- (ii) Main body
- (iii) Back matter

Front Matter : It includes cover-page, title page, acknowledgment, table of contents and an abstract or summary.

Main Body : It includes introduction, description, discussion, conclusion and recommendation.

Back Matter : It includes appendix, list of references, bibliography, glossary and index.

Style of a Report : 'Style is the man,' said the famous critic and prose writer Walter Pater. The style of an author effects his personality because words are the index of the author's mind. 'Words are pegs to hang leas on,' says H.W. Beecher. It implies that style of an author differs from the style of the other. Moreover, the style also differs in terms of the type of writing. For example, the style of a literary writing will be different from the style of writing a report. Essential qualities of literary style are as follows :

Aesthetic quality : There should be elegance, harmony, melody and grace in a literary writing.

Emotionalism : A literary style is supposed to be charged with emotions because it expresses the writer's sentiments. Therefore, a literary writing may have sarcasm, humour, wit and irony in it.

Intellectualism : Besides lucidity and simplicity, a literary article is imbued with the writer's thoughts.

Subjectivity and Objectivity : There may be stress upon personal thoughts, impulses and feelings or a writer may interpret things objectively as they are reality. Hence, the literary writer enjoys this sort of freedom. He can be subjective or objective in his approach to those things whom he is going to analyse.

Essential features of the style of a report are listed below which will show the difference between the report writing and the literary writing :

Objectivity : The reporter strictly adheres to facts, hence, a report is bound to be objective. It should be free from the author's bias, prejudices or his personal likings and dislikings.

Simplicity . A literary writing may be written in figurative style but a report should have no ornamentation or decorative language. It should be written in simple and clear style.

Clarity : Simplicity naturally leads to clarity. The reporter should not make use of tough vocabulary. There should be clarity in expression then only it can be read by one and all.

Q. 6. Attempt any one part of following :

(a) Suppose you have just made a presentation. There is a tea break. Persons are standing around discussing about it (your presentation). You are able to overhear what they are talking. What would you like to hear them say about you and your presentation ?

Ans. I would like to hear that I possess a good public speaking skills, the presentation was persuasive, the attitude is friendly, the contents were well organised, presentation grabbed the audience's attention last but not the least presenter was confident and has a perfect body language.

Q. 6. (b) Often it is difficult to know where to begin. When you are preparing a presentation what do you think is the first thing you should consider ? Why ?

Ans. Decide the objectives or the main points which a presenter wants to achieve.

Decide whether the **manner of presentation** will be formal or informal.

Decide the **mode of presentation** in order to rouse the interest of the audience.

Next, arduous efforts should be made for **preparing the script**.

Proper preparation is to be made for **visual aids, hand-outs and feedback forms**.

For an impressive delivery, proper **rehearsal** should be made.

At last the presentation should be made in **clear language, following closely the six-tier process** of presentation which includes ice-breaking, introducing the idea, discuss new idea, reach to the main area of discussion, reach to establish the importance or significance of idea and at last come to summarization or conclusion.

At the outset, the interest of the audience should be roused.

Introduce the topic of the speech.

Analyse the audience.

Organize the body of the speech into parts as **introduction, body, end etc**.

Selection of a presentation method : The speaker has to choose one of the following methods such as,

(a) Extemporaneous presentation or Memorizing speech

(b) Reading speech

(c) Reading from Notes

(d) Impromptu Speaking

Modulation of voice

Speed of Speech : Speed of the speaker should not be too fast or too slow.

Personal appearance, inclusive of postures and facial expressions, should not be awkward.

Q. 7. Attempt any one part of the following : (based on the essays from Improve Your Writing)

(a) Comment on any two of the following :

(i) Man is a part of nature, in the same sense that a stone is, or a cactus, or a camel.

(ii) 'The purity of scientific language is not the same as the purity of literary language.'

(iii) The effect of a scientific ordering is to produce detachment from the individual experiences which one being dealt with; the effect of a humanistic ordering is to encourage involvement.

Ans. (i) To accept that man is a part of nature is equal to saying that he is not matchless. It is like a secret attack on man's dignity ; it disturbs man, though it can be disproved. For a very long time, people have been burnt at the stake for challenging the biblical doctrine of the divine origin of man. Even in 1600 A.D. , to say that man is a part of nature was declared to be an irreligious act. When Giordano Bruno said that our earth is not the only world in this universe, and that man is not the favourite creature of God, it was called a *savage idea*, an *absurd opinion*. He was asked to give up this belief, but he refused to do so. In the age of Renaissance, imagination knew no bound. It was so generous as to treat man as neither totally free nor a puppet in the hands of fate; but merely a player in the vast world of nature—both of them free yet linked to each other. But a man, jealously guarding his divine status—as the creation of God— was not satisfied with this position— as a free player in the lap of nature. Man as ambitious and proud enough to claim a supernatural origin for himself. Man must be larger than what he looks; not merely a body but also an immortal soul, if not a sort of small god, at least something superior to nature. So 'man as a part of nature ' was a shocking proposition to those self-styled privileged 'children of God'.

(ii) As a medium of literary expression and of scientific expression, the common language is inadequate. Both aim at giving a pure sense to the word. But the purity of scientific language is different from the purity of literary language.

The scientist uses the vocabulary and syntax of common speech in order to say something with the greatest clarity. Sometimes, he uses new technical language or jargons to achieve his purpose. The literary artist creates such a language which is capable of conveying the multifarious significance of human experiences on private as well as public levels.

The scientist interprets a natural object like rose, lily or daffodil in the language of bio-chemistry and genetics. The literary artist, on the other hand, has nothing to do with the scientific interpretation of a nature object. His concern is with his private experiences or the private experiences of other persons. He enjoys the beauty of these natural objects.

(iii) In his essay 'Humanistic and Scientific Approaches to Human Activity' E-Prior described different approaches to human activity. There are humanistic and scientific approaches to human life. The effect of the scientific ordering to human activity is to produce detachment from the individual experience, the effect of the humanistic ordering is to encourage involvement. It is true that arts and science contribute in shaking the attitudes of those who remain in touch

with them for a long period of the humanities and science do in differently in different ways. Science only can adopt the methodological product to reach to some scientific generalization.

Q. 7. (b) What is a rose ? Answer the question from the point of view of

(i) a scientist, and

(ii) a literary artist

(take clues from Aldous Huxley's 'The Language of Literature and Science')

Ans. A rose from the point of view of scientist is a rose and the questions related to it can be answered in the language of bio-chemistry, genetics and so on.

A rose to literary artist is an object, having multiple meanings and significance.

The scientist uses the vocabulary and syntax of common speech in order to say something with the greatest clarity. Sometimes, he uses new technical language or jargons to achieve his purpose. The literary artist creates such a language which is capable of conveying the multifarious significance of human experiences on private as well as public levels.

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