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Subject Code:- BASL0401/BASLH0401

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (20.....- 20.....)

Subject: Technical Communication

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. When sending a formal email to a client, choosing words and tone that consider the recipient's feelings and perspectives aligns with which "C" of communication? (CO1, K2) 1
- (a) Conciseness
- (b) Consideration
- (c) Clarity
- (d) Completeness
- 1-b. Who is the audience of a technical communication? (CO2, K2) 1
- (a) a person who is picking up a new technological skill
- (b) a target market for a product's creation, promotion, or use
- (c) a set of people who require the information for specific tasks in an organisation
- (d) anyone who works in the field of technology
- 1-c. Which of the following is not a characteristic of a good title for a technical report? (CO3, K2) 1
- (a) Being specific
- (b) Conciseness
- (c) Subjectivity
- (d) Objectivity
- 1-d. Which process enforces you to ask your class fellows or family members to read 1

over your work to check for errors as an extra strategy in your document? (CO4, K2)

- (a) proofreading
- (b) editing
- (c) revising, editing and proofreading
- (d) none of the above

1-e. Which of the following is an example of a remote communication platform? (CO5, K2) 1

- (a) WhatsApp
- (b) MS Team
- (c) LinkedIn
- (d) Google Docs

2. Attempt all parts:-

2.a. How does reading beyond the lines help in getting a deeper insight into the text? (CO1, K4) 2

2.b. Why does technical writing have to be problem-solving in nature? (CO2, K5) 2

2.c. What are the main components of a technical proposal? (CO3, K2) 2

2.d. What do you understand by the term 'Negotiation?' (CO4, K2) 2

2.e. What are two major challenges faced by remote workers and how can they overcome these challenges? (CO5, K4) 2

SECTION-B 15

3. Answer any three of the following:-

3-a. The phenomenon of globalization has resulted in cultural assimilation. In the context of individuals from diverse backgrounds and cultures collaborating in a team to pursue both organizational and individual goals, explain the significance of technical communication. Elaborate on why effective technical communication is essential in such a scenario and discuss the role it plays in fostering collaboration, mitigating cultural differences, and achieving successful outcomes. (CO1, K2) 5

3-b. You have recently seen an advertisement for the post of IT Manager in an ABC company. Write a job application to the HR and also attach your resume. (CO2, K5) 5

3.c. You are the project manager of a construction company. Write a proposal to upgrade the software used for project management. Your proposal should include all the sections of a proposal like introduction, technical section, management section, cost section, and conclusion. (CO3, K6) 5

3.d. 'Panic leads to a failed presentation.' Explain with reference to the clear and effective articulation of sounds. (CO4, K3) 5

3.e. Whether to use jargon in writing or not depends on the audience to a large extent. Elaborate the statement. (CO5, K5) 5

SECTION-C

20

4. Answer any one of the following:-

- 4-a. As an investor, elaborate on how your critical reading abilities would play a pivotal role in discerning promising business ideas from detailed proposals. (CO1, K4) 4
- 4-b. Explain how adapting communication strategies based on audience characteristics can enhance the overall effectiveness of technical communication. (CO1, K2) 4

5. Answer any one of the following:-

- 5-a. Elucidate the difference between interpersonal communication and mass communication. Elaborate your answer with examples. (CO2, K4) 4
- 5-b. You are the secretary of Literary Club of your college. Draft a Notice inviting names of the students who want to participate in an interclass debate competition organized by your club members. Invent the necessary details. (CO2, K6) 4

6. Answer any one of the following:-

- 6-a. You are presenting your business proposal and there is constant interruption by the audience. How would you handle the situation and ensure engagement during a presentation? (CO3, K3) 4
- 6-b. Prepare an introduction and conclusion on the research article 'The future of auto-driving vehicles: Their pros and cons.' (CO3, K6) 4

7. Answer any one of the following:-

- 7-a. Discuss the main differences between Briefing and Advisory Meetings. (CO4, K4) 4
- 7-b. "Non-verbal communication is an elaborate secret code that is written nowhere, known by none, and understood by all." With reference to the above lines elucidate the importance of non-verbal communication in a seminar presentation. (CO4, K3) 4

8. Answer any one of the following:-

- 8-a. Write short notes on: (CO5, K5) 4
(a) Courtesy (b) Mobile etiquette
- 8-b. Why do you need to acknowledge the source of information in your writing? (CO5, K4) 4