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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 - (2024 - 2025)

Subject: Technical Communication

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- 1-a. Technical communication deals with - (CO1, K2) 1
- (a) communication for laymen
 - (b) communication for technicians
 - (c) general communication
 - (d) communication for professionals
- 1-b. If you have been tasked with convincing stakeholders to adopt a new technology, which purpose of technical communication would you primarily focus on? (CO1, K2) 1
- (a) Informing
 - (b) Persuading
 - (c) Teaching
 - (d) Instructing
- 1-c. In technical writing, which of these must be avoided? (CO2, K5) 1
- (a) objective evaluation
 - (b) subjective evaluation
 - (c) logical conclusion
 - (d) facts
- 1-d. Technical writing demands which of the following use of language? (CO2, K5) 1
- (a) figurative

- (b) poetic
 - (c) dramatic
 - (d) factual
- 1-e. Which of the following is an important aspect of a technical document? (CO3, K3) 1
- (a) subjectivity
 - (b) objectivity
 - (c) mostly oral
 - (d) none of these
- 1-f. Financial section of a proposal contains... (CO3, K3) 1
- (a) budget estimate
 - (b) profit and loss
 - (c) project expenditures
 - (d) all of these
- 1-g. Which process is used to make a document error free? (CO4, K3) 1
- (a) proofreading
 - (b) editing
 - (c) revising, editing and proofreading
 - (d) none of the above
- 1-h. Choose the option that most accurately reflects the essential elements of technical communication. (CO4, K3) 1
- (a) The author writes with eloquent language and poetic form
 - (b) The author uses the academic language and technical jargon of the field
 - (c) The author answers the questions who, what, when, where, why and how
 - (d) The author writes in a way that is clear, concise, and accurate
- 1-i. Too much use of abbreviations may make your document _____. (CO5, K5) 1
- (a) Confusing
 - (b) Correct
 - (c) Heavy
 - (d) Readable
- 1-j. Every profession, trade and organization has its own _____. (CO5, K5) 1
- (a) Quote
 - (b) Tone
 - (c) Topic
 - (d) Jargon

2. Attempt all parts:-

- 2.a. What kind of language should be used in Technical communication? (CO1, K2) 2
- 2.b. Define connotative meaning with at least one example. (CO2, K5) 2

- 2.c. How is an Abstract different from an Introduction? (CO3, K3) 2
- 2.d. How can one build rapport with an audience in a presentation? (CO4, K3) 2
- 2.e. Write a short note on descriptive writing style. (CO5, K5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. With respect to an upward communication, explain how anonymity in feedback collection may impact the quality and honesty of the suggestions provided by the team members to the project manager. (CO1, K2) 6
- 3-b. What is meant by reading between the lines? Explain with examples. (CO1, K2) 6
- 3-c. You are one of the partners of M/s Ramprasad and Sons, Rewa (MP). One of the leading business firms of sports shoes in your town. Write a letter to Reebok India private limited placing an order for shoes, flip flops and many more in about 150 words. Add necessary details like mode of payment, time of delivery, etc. (CO2, K5) 6
- 3-d. Assume you are the Senior Branch Manager at LIC. Draft an agenda for all the employees of the branch to attend a farewell ceremony. Invent necessary details. (CO2, K5) 6
- 3.e. The Chairman of Wipro, has felt the need for an intensive leadership programme on 'Acing the Communication' for the employees at the managerial level. As the Manager (HR), draft a proposal to be submitted to the Chairman for organising the programme. (CO3, K3) 6
- 3.f. Discuss the main objective of organizing a meeting in an organization. (CO4, K3) 6
- 3.g. 'Proofreading a document can actually save the writer from embarrassment. Comment on the statement and define the term 'proofreading.' (CO5, K5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Discuss the importance of effective technical communication between multiple departments and hierarchies within an organization. (CO1, K2) 10
- 4-b. How do you apply the features of technical communication to optimize the effectiveness of tailored communication for specific target audiences? Discuss. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. As the Regional Manager of a leading XYZ Textile Company, Mumbai, write a letter to the American Textile Company, Madurai offering two of your products for bulk sale. Add necessary details. (CO2, K5) 10
- 5-b. "Ideas do not work... It is YOU who has to do the work", and a good resume is the stepping stone to enter in the professional world. Make your own resume including all the necessary details of your achievements. (CO2, K5) 10

6. Answer any one of the following:-

- 6-a. Indicate the difference between the following reports: 1) analytical and 10

informative 2) long and short (CO3, K3)

- 6-b. Explain the role of SWOT analysis in a proposal. How can identifying strengths, weaknesses, opportunities, and threats enhance the proposal's strategic planning? (CO3, K3) 10
7. Answer any one of the following:-
- 7-a. 'Panic leads to a failed presentation.' Explain with reference to the clear and effective articulation of sounds. (CO4, K3) 10
- 7-b. You are Prem/Parul of 16, TT Nagar, Bhopal. You would like to apply for the post of Marketing Manager in a reputed firm in Mumbai. Write a letter to the Public Relations Officer, Chantac Enterprises, Mumbai, applying for the job. Write the letter in 125-150 words giving your brief profile. (CO4, K3) 10
8. Answer any one of the following:-
- 8-a. Describe the effective approaches to revising a manuscript to ensure quality, accuracy, and clarity. (CO5, K5) 10
- 8-b. With the rampant increase in AI Technology. Ethical writing has also been compromised. Suggest some of the ways with which AI can help in maintaining ethical values in writing. (CO5, K5) 10

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