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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

B.Tech

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Professional Communication and Management Principles

Time: 03:00 Hours

Max. Marks: 100

General Instructions:

1. All questions are compulsory. It comprises three Sections A, B and C.
- Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
- Section B - Question No- 3 is Long answer type - I questions carrying 6 marks each.
- Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
- No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | The most important goal of business communication is _____ (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. receiver's understanding 2. organisational goodwill 3. reciever's response 4. favourable relationship between reciever and sender | |
| 1-b. | The term "communis" is derived from ___ word. (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. Sanskrit 2. French 3. Middle English 4. Latin | |
| 1-c. | The main purpose of reading is/are (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. memorization 2. comprehension 3. learning 4. All of the above | |
| 1-d. | Graphs make the data more _____ (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. Complex 2. Confusing 3. Easy to understand 4. none of these | |
| 1-e. | Word formation method is/are (CO3) | 1 |
| | <ol style="list-style-type: none"> 1. Back formation 2. Acronym 3. Coinage 4. All of these | |
| 1-f. | A _____ is placed before the word.(CO3) | 1 |
| | <ol style="list-style-type: none"> 1. infix | |

2. suffix
 3. prefix
 4. none of these
- 1-g. The forum where people sit together and discuss a topic with the common objective of finding a solution for a problem is called ____ (CO4) 1
1. drama
 2. group Discussion
 3. interview
 4. play
- 1-h. Barriers in speaking is/are (CO4) 1
1. unclear messages
 2. information overload
 3. emotional disconnection
 4. All of these
- 1-i. Which of the following is not a feature of planning? (CO5) 1
1. Planning is time-consuming
 2. Planning is pervasive
 3. Planning is futuristic
 4. To achieve objectives
- 1-j. Management by Objective (MBO) is also known as (CO5) 1
1. Management by results
 2. Management by goals
 3. Management by planning
 4. Management by evaluation
2. Attempt all parts:-
- 2.a. What is horizontal flow of communication? (CO1) 2
- 2.b. What is the process of effective reading? (CO2) 2
- 2.c. What is an abbreviation? Give an example. (CO3) 2
- 2.d. Mention any two relevant points on how to improve speaking skills. (CO4) 2
- 2.e. "Management is the art of getting things done through people". Explain. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Differentiate between Technical writing and General writing. (CO1) 6
- 3-b. What do you mean by a barrier? Explain the Intrapersonal barrier in detail. (CO1) 6
- 3-c. What are the types of listening ? Describe in brief. (CO2) 6
- 3-d. What is the difference between scanning and skimming? (CO2) 6
- 3.e. Write a job application for the post of Manager, Advertising Section, Image and Vision, New Delhi. (CO3) 6
- 3.f. Elaborate kinesics and its elements. Discuss its importance during a presentation. (CO4) 6
- 3.g. What is meant by 'Selection'? Explain any five steps involved in the process of selection of employees. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Explain the organizational barrier? How can one overcome this barrier? Discuss. (CO1) 10
- 4-b. What are the principles of communication? Enumerate the importance of communication. (CO1) 10

5. Answer any one of the following:-
- 5-a. What are the differences between skimming and scanning? Explain the importance of skimming and scanning with respect to effective reading. (CO2) 10
- 5-b. What are the strategies of speed reading? Mention the various steps of speed reading. (CO2) 10
6. Answer any one of the following:-
- 6-a. Prepare the Résumé of a candidate applying for the post of a Manager, Publications Division, Penguin India Ltd. (CO3) 10
- 6-b. What are the various methods of paragraph writing? Explain its important elements. (CO3) 10
7. Answer any one of the following:-
- 7-a. What are the useful tips to overcome your nervousness during presentation? (CO4) 10
- 7-b. What is paralanguage? Discuss its various elements. (CO4) 10
8. Answer any one of the following:-
- 8-a. What challenges does a Business /Industry have to face? (CO5) 10
- 8-b. “A newly appointed personnel manager is of the view that there is no benefit in training of workers.” Do you agree with this view? Give reasons in support of your answer. (CO5) 10