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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

M.Tech(Integrated)

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Professional Communication

Time: 03:00 Hours

Max. Marks: 100

General Instructions:

1. All questions are compulsory. It comprises of 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**20****1. Attempt all parts:-**

- | | | |
|------|---|---|
| 1-a. | Purpose of Reading is: (CO1) | 1 |
| | 1. Memorization | |
| | 2. Comprehension | |
| | 3. None of these | |
| | 4. Both 1 and 2 | |
| 1-b. | A critical reader reinterprets and reconstructs. (CO1) | 1 |
| | 1. TRUE | |
| | 2. FALSE | |
| 1-c. | The language spoken in Finland. (CO2) | 1 |
| | 1. Finished | |
| | 2. Finfish | |
| | 3. Finnish | |
| | 4. Finish | |
| 1-d. | This wine has a light, fruity----- (CO2) | 1 |
| | 1. Futile | |
| | 2. Flavour | |
| | 3. Foment | |
| | 4. Tangible | |
| 1-e. | Which of these is the first step in the listening process? (CO3) | 1 |
| | 1. Stop Talking | |
| | 2. Receiving | |
| | 3. Interpreting | |
| | 4. Responding | |
| 1-f. | Which of these should be avoided in pre-listening analysis? (CO3) | 1 |
| | 1. mental discipline | |
| | 2. concentration | |
| | 3. prejudices | |

4. patience
- 1-g. In a presentation the most important role is played by (CO4) 1
1. speaker
 2. audience
 3. AV aids
 4. all of these
- 1-h. Which of these terms refer to the study of speech process? (CO4) 1
1. phonology
 2. phonetic substance
 3. phonetics
 4. morphology
- 1-i. Kinesics refers to: (CO5) 1
1. study of voice
 2. study of body language
 3. study of time language
 4. study of space language
- 1-j. Which of these should be avoided for an effective speech? (CO5) 1
1. planning of speech
 2. preparation of speech
 3. long sentences
 4. organisation
2. Attempt all parts:-
- 2.a. What do you mean by Intensive reading? (CO1) 2
- 2.b. Differentiate between the pair of homophones Right-Rite. (CO2) 2
- 2.c. What do we understand by selective listening? (CO3) 2
- 2.d. Write at least two words using the phonetic sound symbol - /ə/ (CO4) 2
- 2.e. How many phonemes are there in the following words? (a) 'sweet' 2
(b) 'chop' (CO5)

SECTION B

30

3. Answer any five of the following:-

- 3-a. Look at the advertisement (CO1) 6

Save money and keep your staff happy

It can be expensive to keep the canteen open to serve drinks to your staff through the day. Our QVM hot drinks machine replaces this service, so that you can close the canteen between mealtimes.

You can install the QVM hot drinks machine anywhere in the building. One machine is suitable for a staff of ten to fifteen people. It costs Rs.1300 to buy, or Rs. 11.00 per week to rent over 60 months. It is not expensive to operate: for example, the cost of power for one day is Rs. 30, nearly as cheap as the price of one hot drink from the machine.

Our company will carry out a weekly service service, at the charge of Rs. 10. We can also refill the drinks ingredients for an extra charge of Rs. 8. Some customers prefer to do this themselves, however.

There are 8 choices of hot drinks available from the QVM machine, and our company offers one month trial, free of charge, so that you can estimate how popular the machine will be and see what the actual savings are.

for a hot drinks machine. On the basis of the advertisement, decide whether the sentences (A-G) are 'Right' or 'Wrong'. If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't Say'. A. With a QVM machine, companies can avoid having a canteen altogether.

- a. Right b. Wrong c. Doesn't say
- B. The QVM machine provides enough hot drinks for up to fifteen people.
- a. Right b. Wrong c. Doesn't say
- C. Most customers prefer to rent the QVM machine over sixty months.
- a. Right b. Wrong c. Doesn't say
- D. The electricity used daily by the machine costs less than the price of a hot drink.
- a. Right b. Wrong c. Doesn't say
- E. The machine company empties the money from the machine as part of its service agreement.
- a. Right b. Wrong c. Doesn't say
- F. Customers can refill their machines with drinks ingredients, if they want to.
- a. Right b. Wrong c. Doesn't say
- G. During the trial period, the customer pays a reduced amount to rent the machine.
- a. Right b. Wrong c. Doesn't say

3-b. Look at the passage (CO1)

6

In the 16th century, an age of great marine and terrestrial exploration, Ferdinand Magellan led the first expedition to sail around the world. As a young Portuguese noble, he served the king of Portugal, but he became involved in the quagmire of political intrigue at court and lost the king's favour. After he was dismissed from service by the king of Portugal, he offered to serve the future Emperor Charles V of Spain.

A papal decree of 1493 had assigned all land in the New World west of 50 degrees W longitude to Spain and all the land east of that line to Portugal. Magellan offered to prove that the East Indies fell under Spanish authority. On September 20, 1519, Magellan set sail from Spain with five ships. More than a year later, one of these ships was exploring the topography of South America in search of a water route across the continent. This ship sank, but the remaining four ships searched along the southern peninsula of South America. Finally they found the passage they sought near 50 degrees S latitude. Magellan named this passage the Strait of All Saints, but today it is known as the Strait of Magellan.

One ship deserted while in this passage and returned to Spain, so fewer sailors were privileged to gaze at that first panorama of the Pacific Ocean. Those who remained crossed the meridian now known as the International Date Line in the early spring of 1521 after 98 days on the Pacific Ocean. During those long days at sea, many of Magellan's men died of starvation and disease.

Later, Magellan became involved in an insular conflict in the Philippines and was killed in a tribal battle. Only one ship and 17 sailors under the command of the Basque navigator Elcano survived to complete the westward journey to Spain and thus prove once and for all that the world is round, with no precipice at the edge.

and answer the questions that follow:

- A. The 16th century was an age of great _____ exploration.
 - 1. cosmic
 - 2. land
 - 3. mental
 - 4. common man
 - 5. None of the above
- B. Magellan lost the favour of the king of Portugal when he became involved in a political _____.
 - 1. entanglement
 - 2. discussion
 - 3. negotiation
 - 4. problem
 - 5. None of the above
- C. The Pope divided New World lands between Spain and Portugal according to their location on one side or the other of an imaginary geographical line 50 degrees west of Greenwich that extends in a _____ direction.
 - 1. north and south
 - 2. crosswise
 - 3. easterly
 - 4. south east

5. north and west

D. One of Magellan's ships explored the _____ of South America for a passage across the continent.

1. coastline
2. mountain range
3. physical features
4. islands
5. None of the above

E. Four of the ships sought a passage along a southern _____.

1. coast
2. inland
3. body of land with water on three sides
4. border
5. Answer not available

F. The passage was found near 50 degrees S of _____.

1. Greenwich
2. The equator
3. Spain
4. Portugal
5. Madrid

- 3-c. Water supply will be suspended for eight hours (10 am to 6 pm) on 6th of March for cleaning of the water tank. Write a notice in about 50 words advising the residents to store water for a day. You are Karan Kumar/Karuna Bajaj, Secretary, Janata Group Housing Society, Palam Vihar, Kurnool. (CO2) 6
- 3-d. What is 'Acronym'? Give some examples. (CO2) 6
- 3.e. Identify the three main barriers to listening. Which of these barriers is most problematic for you? What can you do about it? (CO3) 6
- 3.f. Why do we need to give importance to audience while making a presentation? (CO4) 6
- 3.g. What are the features of body language? Discuss its role in presentation. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. What are the different stages of a reading process? (CO1) 10
- 4-b. Charts and tables make the sharing of information more effective. Comment. (CO1) 10

5. Answer any one of the following:-

- 5-a. You work for the finance company. A customer has telephoned to say that you have charged her too much for an order. 10
Write an email to your assistant:
• Giving the customer's name
• Explaining why the customers think that the amount is wrong
• Asking her to check the invoice and get back to you
Write 35 – 45 words on your answer sheet. (CO2)

5-b. Read the following paragraph: 10

The two most abundant species of scorpions in India are the giant black scorpion and the red scorpion. The black scorpion lives in holes and grows over 20 CM; though its venom is not particularly toxic, its large venom gland can deliver a painful amount of venom. The red scorpion lives under rocks and rubble, and a close relative, the palm scorpion, lives under tree barks; both have more toxic venom. That is why Scorpion sting is almost an occupational hazard among gravel workers and toddy-tappers.

1. Identify the topic sentence.
2. Identify the order in which this paragraph is developed.
3. State which device has been used most conspicuously for coherence.
4. State which device has been used most prominently for emphasis. (CO2)

6. Answer any one of the following:-

- 6-a. How can you communicate non-verbally that you are listening? (CO3) 10

- 6-b. Differentiate between hearing and listening? Explain the steps involved in the process. (CO3) 10
7. Answer any one of the following:-
- 7-a. Is there any difference between the words 'wet and vet'. Explain. (CO4) 10
- 7-b. How does applied phonetics help you in becoming a good communicator. (CO4) 10
8. Answer any one of the following:-
- 8-a. What does outline of a presentation refer to? (CO5) 10
- 8-b. Your body language can make or break your presentation. Elaborate the claim made in the statement using examples. (CO5) 10