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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech (Integrated)

SEM: IV - THEORY EXAMINATION (2021 - 2022)

Subject: Technical Communication

Time: 3 Hours

Max. Marks: 100

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 mark each & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. 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. Which technique of reading is used to get at the gist of the text? (CO1) 1
- (a) skimming
 - (b) library
 - (c) scanning
 - (d) aloud
- 1-b. Interaction with your friends in a classroom can be called as _____ communication. (CO1) 1
- (a) Technical
 - (b) Business
 - (c) General
 - (d) Small
- 1-c. Technical writing is_____. (CO2) 1
- (a) writing about any machine
 - (b) writing about technology go
 - (c) the practise of articulating any product or service in the form of a document where processes are defined such as software manuals or instructional materials
 - (d) all of these
- 1-d. What are the minutes of a meeting? (CO2) 1
- (a) A list of what will be discussed or acted upon at meetings, events or conferences
 - (b) Document that describe discussions, decisions and actions that happen during a meeting
 - (c) None of the above
 - (d) Both A and B
- 1-e. Which of the following is not a characteristic of a formal report? (CO3) 1
- (a) objectivity
 - (b) ambiguity
 - (c) clarity
 - (d) accuracy
- 1-f. Words peculiar to a specific field are called (CO3) 1
- (a) Abstract words
 - (b) Key words
 - (c) Jargons
 - (d) None of these

- 1-g. Select the key to effective speaking by students in a classroom (CO4) 1
 (a) desire to speak
 (b) empathetic listening
 (c) sympathy towards the teacher
 (d) interest in studying
- 1-h. A conference is not attended by (CO4) 1
 (a) invited guests
 (b) common people
 (c) permitted observers
 (d) people with common interest
- 1-i. An editor supervises the reporters and improves his reports for (CO5) 1
 (a) Design
 (b) Proofreading
 (c) Captioning photos
 (d) publication
- 1-j. Why is referencing important in research and report writing? (CO5) 1
 (a) to cite true examples
 (b) to be systematic in writing
 (c) to avoid plagiarism
 (d) to organise the text

2. Attempt all parts:-

- 2.a. How does good knowledge of vocabulary help you in understanding the contextual meaning? (CO1) 2
- 2.b. What is the basic difference between connotative meaning and denotative meaning? (CO2) 2
- 2.c. Which of the four formats of reports would be the most appropriate for each of the following? (a) Annual report of a research organisation (b) A report on the progress of a research project. (CO3) 2
- 2.d. What is an Agenda? (CO4) 2
- 2.e. Mention two responsibilities of a copy editor? (CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. What is meant by reading beyond the lines. Explain with examples. (CO1) 6
- 3-b. Explain the process of critical reading. (CO1) 6
- 3-c. Invite Margaret Sims, Public Relations Director of the company you are researching, to be the guest speaker during your presentation next week. (Introduce yourself as a student interested in the company.) (CO2) 6
- 3-d. You are the Manager of XYZ company. Draft a notice to schedule a Budget Meeting. Write the agenda of the meeting. Also write the minutes of the meeting. (CO2) 6
- 3.e. Prepare an introduction and conclusion on the research article 'The long term impacts of living in a world of technological advancement.' (CO3) 6
- 3.f. Discuss the importance of listening in an effective presentation. (CO4) 6
- 3.g. Discuss the need of reviewing and editing the manuscript before final publication. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. Communication in an organization is multidimensional. Explain. (CO1) 10
- 4-b. Is it necessary to adapt message according to the audience and purpose? (CO1) 10

5. Answer any one of the following:-

- 5-a. You have placed an order for a few books with City Central Book Shop, No. 10, Paharganj, Delhi. You have not received the books so far. Write a letter to the bookshop complaining about the non-compliance of your order. (CO2) 10
- 5-b. Write a job application for the post of Software Engineer, IT Section, Image and Vision, New Delhi. Enclose your Resume. (CO2) 10
6. Answer any one of the following:-
- 6-a. You want to establish a language lab in your Institute for the under graduate students. Prepare a proposal to be submitted to the director for the approval of the same. (CO3) 10
- 6-b. The district collector, GB Nagar Greater Noida, is concerned about the rapid increase in the number of road accidents in Greater Noida. The Chairman, municipal Corporation, GB Nagar, has been asked to submit a report investigating the causes and suggesting measures to improve the situation. Prepare a short report for the above situation. (CO3) 10
7. Answer any one of the following:-
- 7-a. Elaborate the need of voice dynamics in an effective speech. (CO4) 10
- 7-b. Discuss the role of audio-visual aids in an effective presentation. (CO4) 10
8. Answer any one of the following:-
- 8-a. Describe the responsibilities of a copy editor. (CO5) 10
- 8-b. Write down the important elements of APA style of referencing. Elaborate your answer with the help of examples.(CO5) 10