NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA (An Autonomous Institute Affiliated to AKTU, Lucknow) MCA SEM: I - CARRY OVER THEORY EXAMINATION - AUGUST 2022 Subject: Professional Communication and Management Principles 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 marker & Question No-2 carries 2 marks 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 The most important goal of business communication is (CO1) 1 (a) receiver's understanding (b) organisational goodwill (c) reciever's response (d) favourable relationship between reciever and sender 1 When communicating with people from a different culture it is best to assume (CO1) 1 (a) differences until similarity is proven (b) similar understanding of ideas (c) similar interpretation of symbols (d) people are all the same 1 _____ reading is ideal and helps comprehension. (CO2) 1 (a) intensive (b) silent (c) extensive (d) loud

Printed Page:-

Subject Code:- AMCA0103N

Roll. No:

1	Which of these must be avoided in technical writing? (CO2)	1
	(a) personal feelings	
	(b) punctuation	
	(c) grammar	
	(d) facts	
1	Letter, e mail, telephone are example of (CO3)	1
	(a) informal	
	(b) encoding	
	(c) message	
	(d) channel	
1	Borrowing words is also known as (CO3)	1
	(a) Coinage	
	(b) Linguistic	
	(c) Loan Words	
	(d) compounding	
1	refers to pitch, loudness, duration, intonation and, tempo. (CO4)	1
	(a) touches	
	(b) haptics	
	(c) prosody	
	(d) gestures	
1	Presentation is a form of address in which: (CO4)	1
	(a) A speaker addresses an audience	
	(b) A speaker addresses himself	
	(c) A speaker addresses a specified audience	
	(d) None of the above	
1-i.	A manager who possesses knowledge of the processes, equipment, and potential problems of	1
	an industry would possess what type of managerial skill? (CO5)	
	(a) technical	
	(b) administrative	
	(c) interpersonal	
	(d) organizational	

- (a) Policy
- (b) Objective
- (c) Method
- (d) Rule

2. Attempt all parts:-

2.a.	What is a barrier? (CO1)		2		
2.b.	Write some tips of effective reading. (CO2)		2		
2.c.	What is blending? Give an example. (CO3)		2		
2.d.	How does effective speaking skill help in communication? (CO4)		2		
2.e.	Define five principles of planning. (CO5)		2		
	SECTION B	30			
3. Answer any <u>five</u> of the following:-					
3	Differentiate between Techhincal writing and General writing. (CO1)		6		
3	Discuss the various flow of communication. (CO1)		6		
3-c.	What makes reading more effective? Discuss. (CO2)		6		
3-d.	Differentiate between parapharsing and summary. (CO2)		6		
3.e.	Give the basic details of e-mail writing. (CO3)		6		
3.f.	What are the ways to improve speaking skills? (CO4)		6		
3.g.	What are the different methods of recruiting employees? (CO5)		6		
	SECTION C	50			

4. Answer any one of the following:-

- 4 Explain the organizational barrier? How can one overcome this barrier? Discuss. (CO1) 10
- 4 What are the principles of communication? Enumerate the importance of communication. 10 (CO1)
- 5. Answer any one of the following:-
- 5 What are the differences between skimming and scanning? Explain the importance of 10 skimming and scanning with respect to effective reading. (CO2)
- 5 What are the strategies of speed reading? Mention the various steps of speed reading. (CO2) 10 6. Answer any <u>one</u> of the following:-
- 6 You are an intern in ABC Consulting Pvt. Ltd. Write an email to your manager Mr. Alex, 10

updating him about your work progress and challenges you are facing. (CO3)

6	What are the various methods of paragraph writing? Explain its important elements. (CO3)	10			
7. Answer any <u>one</u> of the following:-					
7	What are the various types of space in connection with proxemics? (CO4)	10			
7	Explain in brief about "Neutral Accent training". (CO4)	10			
8. Answer any <u>one</u> of the following:-					
8	What challenges does a Business /Industry have to face? (CO5)	10			
8	"Good leadership is an integral part of effective direction. "Discuss and bring qualities of	10			

an effective leadership. (CO5)