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Subject Code:- AMCA0103N

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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MCA**

**SEM: I - THEORY EXAMINATION (2022 - 2023)**

**Subject: Professional Communication And Management Principles**

**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. The informal channel of communication is often called the \_\_\_\_\_. (CO1) 1
- (a) message  
(b) grapevine  
(c) information  
(d) ideas
- 1-b. When there is similarity of background between the sender and the receiver in terms of age, language, nationality, religion, and gender, then this is called \_\_\_\_\_ context. (CO1) 1
- (a) physical  
(b) cultural  
(c) social  
(d) dyanamic
- 1-c. Which of these must be avoided in technical writing? (CO2) 1

- (a) personal feelings
  - (b) punctuation
  - (c) grammar
  - (d) facts
- 1-d. Reading rapidly in order to get a general overview of the material is called... (CO2) 1
- (a) Skimming
  - (b) Scanning
  - (c) Churning
  - (d) Assimilation
- 1-e. The process of forming words by adding affixes to morphemes is called... (CO3) 1
- (a) prefix
  - (b) affixation
  - (c) suffix
  - (d) compounding
- 1-f. Using the Blending method of Word Formation combine the words given below to form a new word: (CO3) 1
1. Camera
2. Recorder
- (a) recoding
  - (b) portable camera
  - (c) camcoder
  - (d) camoder
- 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
- (a) drama
  - (b) group Discussion
  - (c) interview
  - (d) play
- 1-h. If you present another person's language or ideas as your own, you are guilty of... (CO4) 1
- (a) defamation
  - (b) plagiarism
  - (c) personification

- (d) none of these
- 1-i. Management by Objective (MBO) is also known as (CO5) 1
- (a) Management by results
- (b) Management by goals
- (c) Management by planning
- (d) Management by evaluation
- 1-j. Non-programmed decision is also called \_\_\_\_\_. (CO5) 1
- (a) routine decisions.
- (b) structured decisions.
- (c) strategic decisions.
- (d) operative decisions

## 2. Attempt all parts:-

- 2.a. What is an intrapersonal barrier? (CO1) 2
- 2.b. What is visual representation? (CO2) 2
- 2.c. What do you understand by the economy of words in sentence construction? (CO3) 2
- 2.d. Write a short on 'The role of body language in public speaking?' (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. What do you mean by a barrier? Explain the Intrapersonal barrier in detail. (CO1) 6
- 3-b. What are the advantages of grapevine communication? (CO1) 6
- 3-c. Differentiate between paraphrasing and summary. (CO2) 6
- 3-d. How does the visual representation help to understand the information quickly? (CO2) 6
- 3.e. Why are unity and coherence important components of a paragraph? (CO3) 6
- 3.f. Write a short note on 'Paralinguistic Features.' (CO4) 6
- 3.g. What are the various functions of Management? (CO5) 6

## SECTION C

50

## 4. Answer any one of the following:-

- 4-a. Discuss various levels at which communication takes place for the smooth functioning of an organization. (CO1) 10

- 4-b. What are the barriers to effective communication at the organizational level? 10  
How can these barriers be overcome? (CO1)

**5. Answer any one of the following:-**

- 5-a. What are the differences between skimming and scanning? Explain the 10  
importance of skimming and scanning with respect to effective reading. (CO2)
- 5-b. What you understand by active listening? What are the various techniques of 10  
active listening? (CO2)

**6. Answer any one of the following:-**

- 6-a. You have seen an advertisement in an English newspaper for a job in Tata 10  
Consultancy, New Delhi. You have decided to apply for the job. Write a job  
application to the Manager, HR of the company. In your letter introduce  
yourself, explain what experience and special skills you have, and why you are  
interested in the job. (CO3)
- 6-b. Pick the appropriate option: (CO3) 10
1. Annie and her brothers \_\_\_\_\_(is, are) at school.
  2. Either my mother or my father \_\_\_\_\_(is, are) coming to the meeting.
  3. The dog or the cats \_\_\_\_\_(is, are) outside.
  4. Either my shoes or your coat \_\_\_\_\_(is, are) always on the floor.
  5. George and Tamara \_\_\_\_\_(doesn't, don't) want to see that movie.
  6. Benito \_\_\_\_\_(doesn't, don't) know the answer.
  7. One of my sisters \_\_\_\_\_(is, are) going on a trip to France.
  8. The man with all the birds \_\_\_\_\_(live, lives) on my street.
  9. The movie, including all the previews, \_\_\_\_\_(take, takes) about two hours to  
watch.
  10. The players, as well as the captain, \_\_\_\_\_(want, wants) to win.

**7. Answer any one of the following:-**

- 7-a. Discuss the importance of audience and locale in formulating presentation 10  
strategies. (CO4)
- 7-b. What do you understand by 'kinesics?' Explain the impact of various elements 10  
of kinesics on communication. (CO4)

**8. Answer any one of the following:-**

- 8-a. Explain the various steps involved in the process of Control. (CO5) 10
- 8-b. "Decision-making is a solution selected after examining several alternatives." In 10  
reference to the given statement, discuss various techniques of decision-  
making. (CO5)