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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (2022-2023)

Subject: Technical Communication

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. Technical Communication is done for a ----- audience.(CO1) 1
- (a) specific
- (b) general
- (c) non-technical
- (d) ignorant
- 1-b. Talking comes under which type of communication? (CO1) 1
- (a) Non-Verbal
- (b) Written
- (c) Verbal
- (d) Dramatic
- 1-c. What is a technical word? (CO2) 1
- (a) A word that has specific meaning in science maths or another subject area
- (b) a word that is very difficult to figure out because it is long and has many syllables

- (c) a word that has many meanings
- (d) a word that is not found in a dictionary so you must figure out what it means
- 1-d. To send a received mail to another person you need to _____the message. 1
(CO2)
- (a) reply to
- (b) forward
- (c) reply all
- (d) copy
- 1-e. Which of these is not a parameter in a report? (CO3) 1
- (a) Extent of information
- (b) quality of information
- (c) Age of writer
- (d) Ability to acquire information
- 1-f. Reports that provide data or findings, analyses, and conclusions are (CO3) 1
- (a) informational reports
- (b) analytical reports
- (c) progress reports
- (d) summaries
- 1-g. Communicators have to experience (CO4) 1
- (a) manipulated emotions
- (b) anticipatory excitement
- (c) behavioral issues
- (d) boredom
- 1-h. A briefing is called (CO4) 1
- (a) report
- (b) summary
- (c) meeting
- (d) memo
- 1-i. _____ makes sure that a piece of writing is accurate, clear and correct. (CO5) 1
- (a) Summary
- (b) Copyediting
- (c) Paraphrasing

(d) Plagiarising

- 1-j. While you are in a public place and on a phone call, you should ensure that you _____ so that others are not 'forced' to listen to every single word of your conversation. (CO5) 1
- (a) control the volume of your voice
 - (b) put it on silent mode
 - (c) speak loud and clear
 - (d) none of these

2. Attempt all parts:-

- 2.a. Consideration is one of the 7 Cs of communication. Explain why 'consideration' is so important in making communication effective? (CO1) 2
- 2.b. Find a suitable word to replace this line: A law showing that a body totally or partially drowned in a fluid is subject to an upward force equal in magnitude to the weight of fluid it displaces. (CO2) 2
- 2.c. What is written in Appendices? (CO3) 2
- 2.d. How would you handle your cell phone in a movie theatre? (CO4) 2
- 2.e. What are the major characteristics of effective communication? (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Horizontal flow of communication is said to be a frequently used channel of communication. How far do you agree. Discuss in brief. (CO1) 6
- 3-b. What, according to you, is the best approach to understanding a passage? (CO1) 6
- 3-c. "An agenda is the list of individual items that ensure that the meeting achieves its broad aims." Write an agenda for a sales meeting and write the minutes of the meeting as well. (CO2) 6
- 3-d. As the sales manager of a company, draft a reply which has to be sent in the form of an email to three customers who have complained about your products. (CO2) 6
- 3.e. Write brief notes on the following: a) Routine and special reports (d) Oral and written reports (CO3) 6
- 3.f. How do you handle a heated discussion over phone call? (CO4) 6
- 3.g. Proofreading a document can actually save the writer from embarrassment. Comment on the statement and define the term 'proofreading.' (CO5) 6

4. Answer any one of the following:-

- 4-a. Explain in brief the following three levels of reading comprehension: (CO1) 10
a) Literal
b) Interpretative
c) Applied
- 4-b. External flow of communication, in a way, decides the goodwill of an organization. Explain the statement and bring out the meaning of 'external flow of communication.'(CO1) 10

5. Answer any one of the following:-

- 5-a. You are Kishan / Karishma of 26, Mehdiapatnam, Hyderabad. Last week you bought an automatic 'VIP' Washing Machine from Tirupati Stores, Nampalli, Hyderabad. Now you find that the machine is not cleaning clothes properly and making an unbearable noise. Write a letter to the dealer complaining about the same and requesting him to change the washing machine at the earliest. (Word limit: 200 words) (CO2) 10
- 5-b. What features should be included in a job application? Write a Job Application for the post of Junior Engineer including all the essential features. (CO2) 10

6. Answer any one of the following:-

- 6-a. Write a brief proposal for receiving a loan from a bank for expanding a small business. (CO3) 10
- 6-b. List the major methods of paragraph development. Explain each method in detail. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain the goals of a meeting. According to you which goal is the most important and why. (CO4) 10
- 7-b. Explain the elements of an Agenda. (CO4) 10

8. Answer any one of the following:-

- 8-a. What are the various types of writing style? Discuss any one writing style. (CO5) 10
- 8-b. Discuss the types of plagiarism and ways to avoid plagiarism. (CO5) 10