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Subject Code:- AMIASL0101

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech (Integrated)

SEM: I - CARRY OVER THEORY EXAMINATION - APRIL 2023

Subject: Professional 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. _____ is a type of Note Making. (CO1) 1
- (a) Linear
- (b) Horizontal
- (c) Vertical
- (d) Diagonal
- 1-b. Common obstacle(s) in reading is/are: (CO1) 1
- (a) Eye fixation
- (b) Interest
- (c) Both a and b
- (d) None of these
- 1-c. The language spoken in Finland. (CO2) 1
- (a) Finished
- (b) Finfish
- (c) Finnish

- (d) Finish
- 1-d. He is currently considered to be the best British ----- (CO2) 1
- (a) Athlete
 - (b) Dutch
 - (c) Public
 - (d) Unknown
- 1-e. Which of these is the first step in the listening process? (CO3) 1
- (a) Stop Talking
 - (b) Receiving
 - (c) Interpreting
 - (d) Responding
- 1-f. In which type of listening, does the listener feel grateful?(CO3) 1
- (a) superficial listening
 - (b) appreciative listening
 - (c) focussed listening
 - (d) evaluative listening
- 1-g. The term 'Locale' refers to:(CO4) 1
- (a) venue
 - (b) atmosphere
 - (c) audience
 - (d) distance
- 1-h. The purpose of a Scientific presentation is usually -(CO4) 1
- (a) Persuasion
 - (b) Information
 - (c) Entertainment
 - (d) All of the above
- 1-i. The important elements of a good presentation are - (CO5). 1
- (a) Kinesics
 - (b) Chronemics
 - (c) Proxemics
 - (d) All of the above
- 1-j. The tone of the speaker should be _____. (CO5) 1
- (a) loud

- (b) clear
- (c) low
- (d) soft

2. Attempt all parts:-

- | | | |
|------|--|---|
| 2.a. | What is note making?(CO1) | 2 |
| 2.b. | Differentiate between these pair of homophones 'Stationery-Stationary'.(CO2) | 2 |
| 2.c. | Differentiate between hearing and listening. (CO3) | 2 |
| 2.d. | Write at least two words using the phonetic sound symbols - /tj/ (CO4) | 2 |
| 2.e. | What is digital etiquette? What is its significance in the present scenario? (CO5) | 2 |

SECTION B

30

3. Answer any five of the following:-

- | | | |
|------|--|---|
| 3-a. | Read the advertisement below about an exhibition and fill in the blanks. <i>Trade Fair of the Year</i> . Does your firm help start-up businesses? 21st Century Business is a key event aimed (1) people intending to set up a business. The trade fair will provide visitors (2) valuable information on products and services essential (3) running a small business. There will be advice on obtaining finance and using Information Technology, as (4) as on health and safety. Last year, 21st Century Business attracted as (5) as 7,000 visitors a day. 25% (6) the exhibitors gained 50 or more new customers, (7) 70% increased their customer base (8) over 20. To take part (9) this year's event, whether (10) all five days or just some, call us now. And (11) you book a stand (12) 30 June, you'll qualify (13) a 25% discount. Remember, potential customers won't know you exist (14) you have a stand at the trade fair! (CO1) | 6 |
| 3-b. | Look at the article (CO1) and fill in the blanks from the options provided at the end. a. because, although, since
b. on, of, with
c. a, these, this
d. still, ever, never
e. must, would, might
f. made, had, done | 6 |
| 3-c. | What is a 'Prefix'? Give two examples. (CO2) | 6 |
| 3-d. | What is an 'Antonym'? Give one example. (CO2) | 6 |
| 3.e. | Why shouldn't we make assumptions about the person we are listening to? | 6 |

Elucidate. (CO3)

- 3.f. How does effective speaking skill help in communication? (CO4) 6
- 3.g. What's your overall elevator pitch? (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. How can we become efficient readers?(CO1) 10
- 4-b. Discuss different types of note making approaches. (CO1) 10

5. Answer any one of the following:-

- 5-a. You are going to attend an engineering exhibition in Frankfurt soon. (CO2) 10
Write a memo to your assistant:
• explaining why you will be away
• letting her know the dates you will be away
• saying what work she should do while you are away.
• Write 30 – 40 words.
Write on your Answer Sheet.
- 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 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. What are the strategies that hold your listener's attention during your speech? (CO3) 10
- 6-b. What are some considerations in offering constructive feedback? (CO3) 10

7. Answer any one of the following:-

- 7-a. Elaborate different steps to take before a technical presentation? (CO4) 10
- 7-b. Explain the process of intonation in speech with examples. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss a few 'don'ts' in a presentation. Elaborate your answer with examples. 10
(CO5)
- 8-b. What do you understand by Voice Modulation? (CO5) 10

COP 2022-23 July-Dec