

B.TECH/CSE/IT/ECE/ECSE/FT/EE/ODD/SEM-I/HSMC101/R21/2022-23

GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2022-2023
PROFESSIONAL COMMUNICATION
HSMC101

TIME ALLOTTED: 3HOURS

FULL MARKS:70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

Answer any **ten** from the following, choosing the correct alternative of each question: **10×1=10**

- | | Marks | CO No |
|--|-------|-------|
| 1. i) The use of technology in the present day has _____ the scope of communication. | 1 | CO1 |
| a) Narrowed | | |
| b) Shortened | | |
| c) widened | | |
| d) circumscribed | | |
| ii) _____ is an example of a document of downward communication. | 1 | CO1 |
| a) Circular | | |
| b) Petition | | |
| c) Grievance | | |
| d) all of the above | | |
| iii) The unnecessary use of jargon is a type of _____ barrier. | 1 | CO1 |
| a) Personal | | |
| b) Semantic | | |
| c) Physical | | |
| d) None of these | | |
| iv) _____ is a positive use of Haptics in workplace communication. | 1 | CO1 |
| a) a pinch on the hand | | |
| b) a rap on the hand | | |
| c) a warm handshake | | |
| d) none of these | | |
| v) _____ coined the term "Chronemics" in the 1970s. | 1 | CO1 |
| a) Thomas B. Jefferson | | |
| b) Thomas J. Bruneau | | |
| c) Thomas Stetson | | |
| d) None of these | | |

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|-------|---|---|-----|
| vi) | An informal greeting to use in the workplace is _____. | 1 | CO5 |
| | a) Good evening! | | |
| | b) Hello or hi! | | |
| | c) Howdy! | | |
| | d) None of these | | |
| vii) | In order to be culturally neutral at the workplace we should _____. | 1 | CO5 |
| | a) avoid culturally loaded terms | | |
| | b) use cultural-neutral case studies | | |
| | c) use generic, not culture-specific titles | | |
| | d) all of the above | | |
| viii) | Vocalics deals with _____. | 1 | CO4 |
| | a) Rhetoric | | |
| | b) Vocabulary | | |
| | c) Paralanguage | | |
| | d) none of these | | |
| ix) | The full form of CV is _____. | 1 | CO3 |
| | a) Curriculum Vitae | | |
| | b) Curriculum Vitae | | |
| | c) Curriculum Vitae | | |
| | d) Curriculam Vitae | | |
| x) | A report on the construction of a flyover is a _____ Report. | 1 | CO4 |
| | a) Investigative | | |
| | b) Problem-based | | |
| | c) Progress | | |
| | d) Technical | | |
| xi) | Nowadays e-mails are preferred because _____. | 1 | CO3 |
| | a) can be sent to multiple recipients | | |
| | b) attachments are possible | | |
| | c) low cost is involved | | |
| | d) all of these | | |

GROUP – B

(Short Answer Type Questions)
(Answer any *three* of the following) **3 x 5 = 15**

- | | | Marks | CO No |
|----|--|--------------|--------------|
| 2. | a. What is communication? | 2 | CO1 |
| | b. Discuss the process of communication with a suitable block diagram. Explain the process separately and label the diagram. | 3 | CO1 |
| 3. | What are the advantages and disadvantages of communicating via e-mail? Briefly discuss at least three of them. | 5 | CO3 |

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|----|--|---|-----|
| 4. | What do you understand by cultural neutrality? Discuss a few ways of promoting culturally neutral communication in the workplace. | 5 | CO5 |
| 5. | What is a meeting? What are the roles played by the Secretary and the Chairperson in the meeting? | 5 | CO4 |
| 6. | Earthcare Books is organizing a programme of "Meet Your Favourite Author" on 23rd December, featuring the children's writer, Ruskin Bond, in which over 200 children from various schools will participate. The Manager is calling a meeting on 15th November at 3 p.m to discuss the organization of this event. Draft the e-mail he sends his employees and a brief agenda of the forthcoming meeting. | 5 | CO3 |

GROUP – C

(Long Answer Type Questions)

(Answer any *three* of the following) **3 x 15 = 45**

- | | | Marks | CO No |
|-------|---|--------------|--------------|
| 7. a. | What is Non-Verbal Communication? Explain. | 5 | CO1 |
| b. | Discuss with examples the role of Haptics and Kinesics in professional communication, drawing your examples from the workplace context. | 10 | CO1 |
| 8. a. | What are the problems in communication which may arise from cultural stereotyping? | 7 | CO2 |
| b. | How can we achieve cultural neutrality in communication? | 8 | CO5 |
| 9. | Gestetner, India has brought out the following advertisement in The Times of India on 3rd July: Wanted a bright, dynamic and result-oriented trainee executive in the Production Dept to assist in design, production and marketing. Preferably a Mechanical or Electrical Engineering graduate, the applicant should be good in engineering drawing with a flair for design and good knowledge of AutoCAD and LINUX. Should be willing to travel to different locations in Eastern and central India. Good communicative abilities, people friendly approach and competence in English is a must. Write an application with an updated CV to The Production Manager within 7-8 days. | 15 | CO3 |
| 10. | You are a Sales Executive with a pharmaceutical company. Recently, your company has launched a new mosquito repellent cream in the market, Mosfit, to combat the dengue-malaria menace. It is available in 3 flavours—sandal, tulsi and neem and in 100g, 250 g and 400g packs. Write a Sales Letter advertising the product. | 15 | CO3 |
| 11. | Write Short note: (Any three) | 3x5=15 | |
| a. | Grapevine | 5 | CO1 |
| b. | Vocalics | 5 | CO1 |
| c. | E-mail etiquette | 5 | CO3 |
| d. | Types of Reports | 5 | CO4 |
| e. | Organizing Meetings | 5 | CO4 |