Communications Skills

May 19

Total marks: 80
Total time: 3 Hours

INSTRUCTIONS
(1) Question 1 is compulsory.
(2) Attempt any three from the remaining questions.
(3) Draw neat diagrams wherever necessary.

Q1 A) Elucidate non-verbal communication with any five types, which should be applied while attending an interview . [4M]

B) Identify the barriers from any two situations and briefly state how to overcome them . [6M]

Q2 A) Give reasons why it is essential for engineering students to study communication skills. [2M]

B) For the following communication situations identify the Sender, Message, Medium, Channel, Receiver and Feedback . [6M]

i) A project presentation.

ii) An advertisement campaign.

C) Draw the lay-out of Complete block format . [2M]

Q3 A) Explain any 4 principles of business correspondence (4 C's). [3M]

B) Change the sentences into 'You-attitude' [2M]

I) We regret that the goods did not reach the buyers on time.

II) We cannot approve your refund request until we receive complete information with the required documents. [5M]

Q4 A) Choose a useful computer program and write five instructions on how to use it. [5M]

B) One word substitutes : [5M]

i) A reference work providing summaries of knowledge from either all branches or from a particular discipline. (E)

ii) The study of the origin and the history of words. (E)

iii) Study of the role in Time in communication (C)

iv) One who does election analysis (P)

v) Name adopted by an author in his writings (P)

Q5)A) Write short notes on any four : [8M]

i) Grapevine ii) Listening iii) Feedback   iv) Proxemics v) Appearance

B) Match the following : [2M]

A	B
Specialized Vocabulary	Warning
Rapid Reading technique	Note
Instructions to avoid an injury	Jargon
Information for performing the task correctly	Scanning

Q6 A) Re-arrange the following letter making the necessary corrections in form, punctuation, language and style :   [3M]

Hewlett-Packard Ltd, India Chandiwala Estate, Maa Anandmayi Marg,Kalkaji, N.Delhi 110019
Your Ref.
Our Ref.
Date:
Dear Mr. Singh
Thank you very much for your enquiry which is received today. I am enclosing our catalogue and price list for the equipment, you said you are interested in. We would welcome any further enquiries you have and look forward to hearing from you.
Yours sincerely,
D. Sampson
Sales Manager
Encl; Catalogue and price list
To
Mr. Rakesh Singh
Digital Equipment
92, Industrial Suburb,
 Yeshwantpur, Bangalore 560022.

B) Read the passage and answer the questions :
        The writer has to explain and interpret the terms for semi technical audience because their technical knowledge is not as good as the technical audience. The semi technical audience even includes employees from Marketing Department or Finance or Administration, hence the writer must provide an orientation to the subject.
        In communication the 'audience' is the person or group of people whom you expect to read your information. Even though writers do not know exactly who will read their documents, they can usually define an intended audience as technical, semi technical or non-technical .
        The technical audience includes practitioners in your field: those with technical experience and training such as technicians and engineers. Technical audience understands fundamental concepts and jargons without definitions or background information. Readers expect the writer to use technical language efficiently and appropriately .
        The semi technical audience has some technical training or work in the industry, but not directly in the field, those working in related departments or those with training in related technical areas. This might even include Personnel in marketing, finance or administration of a technical company. The semi technical audience needs some explanation of concepts, abbreviations and jargons. Writers use technical terms only if they are common in the company or industry. For this audience you might provide an orientation to the subject and explain or interpret the terms and information.
        The last type of audience is non- technical audience includes general public, an unknown audience or any combination of technical, non-technical and semi technical audience, including customers, clients and patients. It might also include upper management - a group which is uninvolved with technical activities, but which must have an active role in decision making for the company. This

audience expects a clear organization that progresses from the background to the new information with examples or illustrations to explain points that may be confusing.

For this audience writers provide the most comprehensive treatment of the subject, such as common terminology, simple language free of jargon and technical data, a full background and orientation to the subject along with a complete discussion of the main points. To simplify difficult concepts writers often compare technical processes to more familiar ones through analogies and metaphors.

1. Define 'audience' as it applies to technical communication.   [1M]
2. How does the author adapt himself/herself to technical audience?   [2M]
3. What type of people constitute non-technical audience?   [2M]
4. Why do the writers need to explain or interpret the terms for a semi technical audience?   [2M]