

MCA
(SEM -I) THEORY EXAMINATION 2018-19
PROFESSIONAL COMMUNICATION

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

- a. Write down the Definition of Communication.
- b. Draw the flow chart of Communication at workplace.
- c. What is passive listening?
- d. What is word formation?
- e. Define Intonation.
- f. What is the importance of pitch in communication?
- g. Definition of pronoun.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

- a. What are the features of Technical writing?
- b. What are the salient features of Resume? Draw a specimen of Resume.
- c. What is a presentation? Explain the strategies of presentation skills.
- d. What do you mean by Technical proposal? Discuss the types of proposal.
- e. What are the effective listening skills? Examine the significance of posture in listening.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Compare between Technical communication and General communication.
- (b) How can you develop a paragraph adequately?

4. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Write a essay on Man and Nature by j. Bronowski.
- (b) Examine the organizational and personal barriers to communication.

5. Attempt any *one* part of the following:

7 x 1 = 7

(a) Distinguish between Downward communication and Upward communication.

(b) Write down the following synonyms:-

(i) Conspicuous

(ii) Immaterial

(iii) Pretence

(iv) Sordid

(v) Loyal

(vi) Mockery

(vii) Cogent

6. Attempt any *one* part of the following:

7 x 1 = 7

(a) Comment-Language as a tool of Communication.

(b) What do you mean by Sales letter? What points are kept in mind while drafting a Sales letter? Give a specimen of sales letter.

7. Attempt any *one* part of the following:

7 x 1 = 7

(a) Give the format of an organizational annual report.

(b) Negotiation is not an event, it is a process. Elaborate.

