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53 (HU 601) PRCM

2014

## PROFESSIONAL COMMUNICATION

Paper : HU 601

Full Marks : 100

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

**Answer any five questions.**

1. (a) Write an essay on **any one** of the following topics **within 400** words. 8

Should Uniforms be made compulsory in College ?

**Or**

Corruption in India.

Contd.

- (b) Write a precis of the following passage in your own words reducing it to one third of its present length and assigning a short appropriate title.

One of the most remarkable of migrations is that taken each fall by the North American monarch butterfly. Often called "the wanderer", it is tough and powerful as butterflies go, and is capable of long flights at speeds of 20 miles per hour or more. Monarch butterflies have been observed within 200 miles of the coast of England, although they are not native to Europe. They are now also found in Asia and Australia, perhaps having been carried there by the wind. The monarch produces as many as four generations a year, each of which ventures a little farther north. It is the last of these that migrates before the onset of winter. From as far north as Canada, swarms of butterflies begin gathering from their homes in the fields, clinging to trees and bushes by the thousands. Then, on just the right breeze, they rise in a red cloud and head south. Not all get there. But enough do to ensure the survival of the species until the following spring.

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(c) Read the following quotations carefully and brief the central idea in your own words.

“Law and order exist for the purpose of establishing justice and when they fail in this purpose they become the dangerously structured dams that block the flow of social progress.” 7

*Or*

“Peace is not merely a distant goal that we seek, but a means by which we arrive at the goal.”

2. (a) While travelling to the college, you have lost your marksheet of B.Tech 1st semester. Write a notice to be displayed in your college notice board. Give the necessary details. 6

(b) You are a member of the Technical Festival Organising Committee of the college. Draft out the agenda and the minutes of the meeting that was scheduled for the upcoming events to be held. 7

(c) You must decide which of several sites will be best for the location of a third restaurant in your company's chain in a suburb of a medium-sized city. Write a one-page memo to your employee, outlining the information you will need from him before you can analyze the location alternatives. 7

3. (a) If you are asked to make a case study of technology improvisation in cottage industries, what are the components you would record to make it a comprehensive and analytical case study. 7

(b) Write a letter to ABC Corporation placing an order of 500 pairs of jeans, specifying the characteristics. Invent all the necessary details. 6

(c) What is a curriculum vitae ? What is its main function ? 7

4. (a) As the Chairman of the Municipal Corporation, prepare a report for the Deputy Commissioner about the condition of open drains in your town and suggesting measures to improve the condition. 6

- (b) Prepare the user manual describing installation procedure for the education software programme that you have bought recently. 6
- (c) What factors would you bear in mind while giving an oral presentation before a large group ? 8
5. (a) What traits / qualities does an employer look for in a candidate while interviewing him/her ? 7
- (b) In what way would you prepare yourself if called for a job interview ? 7
- (c) What are the various purposes for which group discussion is held ? 6
6. (a) Write a note on the importance of non-verbal communication. 10

(b) Write short notes on **any two** of the following :  $5 \times 2 = 10$

(i) Kinesics

(ii) eye contact

(iii) audio visual aid

(iv) Oral presentation

7. (a) 'Communication is considered as the backbone of an organization'. Keeping in mind the given statement, throw light on the importance of effective professional communication. 4

(b) Explain the following terms with reference to communication barriers.  $2 \times 4 = 8$

(i) Organizational barrier

(ii) Cultural differences

(iii) The Closed mind

(iv) Noise.

Total marks (c) Write short notes on the following :

2×4=8

- (i) Meetings
- (ii) Conferences
- (iii) Press conferences
- (iv) Press release