

Total number of printed pages-4

**53 (HU 601) PRCM**

**2016**

**PROFESSIONAL COMMUNICATION**

Paper : HU 601

Full Marks : 100

Time : Three hours

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

Answer **all** questions.

1. State whether the following statements are true **or** false. Justify your answer in about **100** words each. 5+5=10
  - (a) A group discussion is a potential evaluation tool for assessing a person's attitude.
  - (b) Non-verbal communication plays a very significant role in effectiveness of interaction.

Contd.

2. 'Communication is considered as the backbone of an organization.'

Keeping in mind the above statement, throw some light on the importance of effective professional communication skills. 5

3. A good speaker knows how to arouse the interest of the audience and sustain it. Mention the qualities of a good speaker and the essentials of good public speaking.

5

4. (a) Elaborate the role of English language as a tool of communication. 8

(b) Write the principles of technical writing.

7

(c) What is the difference between the language of technical writing and language of literature? Write in brief.

5

5. (a) What is teleconferencing? Explain.

7

(b) What is a resume and a covering letter? Make a resume to be submitted to the HR executive of a company along with a covering letter for your placement as an engineer in an IT company. Invent all details.  $3+10=13$

6. Write the following :  $5 \times 2 = 10$

(i) A notice for an urgent meeting

(ii) An event press release.

7. (i) What are the deterrents to listening process?

(ii) What are the communication skills needed for interviews?

(iii) What is the utility of audio-visual aids in a presentation?  $4+3+3=10$

8. Write short notes on the following :  $2 \times 5 = 10$

(i) Business dining

(ii) Smile

(iii) Gesture

(iv) Press Conference

(v) E-mail

9. (i) What is the main function of advertising? 4

(ii) Prepare slogan of not less than **180** characters each based on the following themes.  $2 \times 3 = 6$

World Environment Day

A Beach Party

Road Safety