

B.Tech 6th Semester Compartmental Examination – 2022

Paper Code: HU601

Professional Communication

Full Marks : 100

Time : Three hours



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1. (a) Explain the basic structure of a technical report. (10 marks)
(b) What is the difference between press conference and press release? (10 marks)
 2. (a) Define advertising and explain the main objectives of advertising. (10 marks)
(b) What is the impact of slogans on branding? (10 marks)
 3. (a) Why do we have to analyse the audience before giving presentation? (5 marks)
Mention at least five points.
(b) Differentiate between extemporaneous and memorisation mode of presentation. (5 marks)
(c) How does power point help in presentation? (10 marks)
 4. (a) Why do we need to work on our soft skills? Explain. (10 marks)
(b) Why is GD conducted in Job Interview? Discuss. (10 marks)
 5. Write short notes on: (5x4=20)
(a) Minutes of a meeting (b) agenda (c) boilerplate (d) E-mail
