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Total number of printed pages: 02

UG/Semester:6th /Paper Code:UHSS601

2023

SUBJECT NAME: Professional Communication

Full Marks : 100

Time : Three hours

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

Answer any five questions.

- Central Institute Of Technology
Kokrajhar : Bodoland
1. a. Illustrate the differences of the following: 4x2=8
 (i) Nonverbal communication and verbal communication
 (ii) Lateral communication and diagonal communication
- b. What are the advantages and limitations of audio visual aids. 6
- c. What are the key elements that constitute the structure of a press release? 6
 Mention them chronologically.
2. a. What is the difference between a tagline and a slogan? Give examples of 2+4+4=10
 emotive and persuasive slogans. Write two slogans each on conserving
 natural resources and recycling.
- b. What is advertising? What are the essential features of advertising? 4+6=10
3. a. How can minutes of a meeting make the meeting more efficient? 6
- b. 8
 Prepare a basic outline of the key components to be considered while
 preparing the minutes of a meeting.
- c. "A lack of cultural understanding can create a barrier for business 6
 success". Give examples to overcome cultural barriers at the workplace.
4. a. Write short notes on any five: 2x5=10
 (i) Oculistics (ii) Haptics (iii) Vocalics (iv) Artifacts (v) Physical appearance
 (vi) CC and BCC in email writing
- असतो मा सद् गमय
तमसो मा ज्योतिर्गमय

- b. Explain briefly any five measures to overcome socio-psychological communication barriers. 2x5=10
5. a. Write about some fundamentals of soft skills in workplace. 10
- b. Write about the significance of a Team Work. 10
6. a. "Your Resume needs to stand out in the crowd". Explain. 10
- b. Discuss in brief the main parts of a proposal. 10
7. Write short notes on any four of the following 5x4=20
- (i) Interpersonal Skills (ii) Emotional Quotient (iii) Presentation Skills
(iv) Stress Management (v) Report Writing (vi) Technical Writing

