

(iv) Ban on advertisement of junk category eatables on kids' TV channels.

(v) Can e-paper replace newspaper in print ?

9. Comment on the role of context in communication and substantiate with appropriate examples. 15

Roll No. _____

3546

B. Tech (CSE)-Open Elective-I
7th Sem. Examination – February, 2022
ENGLISH FOR PROFESSIONALS

Paper : HSMC-10-G

Time : Three hours I

Maximum Marks : 75

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any five questions, selecting one question from each Unit. Question Number 1 is compulsory.

1. Answer the following questions in briefly : $2.5 \times 6 = 15$
- (a) What is non-verbal communication ?
 - (b) Differentiate between a 'message' and 'communication'.
 - (c) What are gestures ? Give examples.
 - (d) What do you understand by 'professional blogging' ?

- (v) What is 'question to business writing' ?
(vi) Comment on the resurgence of radio with PPT channels.

UNIT - I

2. Write short notes on the following : 5 × 3 = 15
(i) Feedback in Communication
(ii) Intraoral Communication
(iii) Encoding and Decoding
3. Execl the merits and demerits of Written Communication. Attempt a brief comment on the advantages of written communication over oral communication. 15

UNIT - II

4. Write short notes on the following concepts : 5 × 3 = 15
(i) Presentation for small groups
(ii) Appearance and Personality
(iii) Negotiating in interviews
5. Attempt a Group Discussion on any one of the following topics : 15
(i) Finding the right job.
(ii) Evolution of e-mail : from PC to Smartphone.
(iii) Microchips or simply chips : the Indian story.

3546- (P-4)/(0-9/22) (2)

6. Prepare your CV highlighting your technical expertise and professional training for the position of Project Lead in an IT Company. 15

UNIT - III

7. Imagine you are working a supervisor in a firm. Draft an e-mail to be sent to your subordinates for a meeting in the afternoon to discuss the new leave policy of your organization. 15

OR

Draft a letter as the store manager of a company to a supplier requesting him to send quotation on office supplies as your company is planning to place bulk order for the complete year.

OR

Develop a blog on the tourist attractions of your state.

UNIT - IV

8. Comment briefly on the following media developments : 5 × 3 = 15
(i) Coverage of Farmers' Protest through electronic media.

3546- (P-4)/(0-9/22) (3)

P. T. O.