

[Time: 2 Hours]

[Marks:40]

Please check whether you have got the right question paper.

- N.B:
- Question No.1 is compulsory
 - Attempt any four from the remaining five questions.
 - Figures to the right indicate marks.
 - Answers to all sub questions should be attempted and grouped together.

Q.1 A) Define communication. Illustrate it with examples from one existing communication patterns in your college/institute. 3

B) Identify the barriers in the following communication situations: 2

- The presenter uses only technical terms in a seminar and could not impress the audience.
- The DJ music was so loud that the students could hardly study.
- Inability of the rural audience to understand the speech of the President of America on TV
- A soft drink company launched its new range of soft drinks in the month of December and got very poor sales.

C) Any three differences between General and Technical communication. 3

D) Match the following: 2

- | A | B |
|---------------------|-------------------|
| i) Avoid an injury | a. Reference No |
| ii) Marketing goods | b. Warning |
| iii) ACD/38/2771/98 | c. Complete block |
| iv) Left aligned | d. Sales letter |

Q.2 A) Write two lines on any two objectives of communication. 2

B) Any two non-verbal methods of communication during a presentation. 3

C) As the Purchase Manager of your company you had ordered two dozen personal computers. When the consignment arrived, you found some pieces in damaged condition. Write a complaint letter to the Sales Manager of the company asking for replacement or compensation. (Complete block) 5

Q.3 A) Write short notes on any four: 8

- Signature Block in official letters
- Clarity and Correctness
- Vertical communication
- Advantages of written communication
- Feedback

B) Choose the correct option: 2

- Lower in value: _____ (Deprecate/Depreciate)
 Feeling regret: _____ (Regrettable/Regretful)
 Head of an Institute: _____ (Principle/Principal)
 Tranquility: _____ (Piece/Peace)

- Q.4** A) Define the process of communication with the help of diagram and an example. 3
B) Write the disadvantages of oral communication. 3
C) Define the following: 4
i) Lap top ii) Transformer iii) Electric Bulb iv) Mobile phone
- Q.5** A) Explain 7Cs of communication. 6
B) i) State the difference between warning and danger. 1
ii) What is the difference between a tool and an instrument? 1
iii) What is the difference between description and instruction? 2
- Q.6** A) Identify the sender, message, medium, channel, receiver and feedback. 3
i) The Manager gives instructions to the computer operator over telephone about launching their product and how to market it through advertisement.
B) Read the following passage and answer the questions below:
It is time we looked at the latent causes. Where does the strength of India lie? Not in numbers, not necessarily in our moral stands on international issues. In modern times, the strength of a nation lies in its achievement in science and technology. This is not to say that the other fields do not count.

In the 5 decades after independence, we have yet to demonstrate our originality in applied science and technology. Though Japan also started like us, by cultivating the technology of the west, the Japanese adapted, improved and displayed originality in, several areas of science and technology. The generation which was at the helm of affairs in science and technology in our country after independence mostly consisted of self- seekers. By and large the science and technology managers in India concentrated on gaining power and influence. They loved publicity. Most of them stopped doing science while they managed science. Things would have been better, had they been humble enough to acknowledge the difference between doing and managing science. Instead, they claimed that they were the foremost in science and technology, simply because they were at the helm of affairs. As a result they ceased to inspire the younger lot. India continues to be the borrower of science and technology, even though its potential for originality is substantial.

Our achievement in nuclear science and technology may be dazzling to our people. But, in worth and originality they are ordinary and routine. While our own people remain ignorant, the people of other countries know all about the pretensions to knowledge of our nuclear science and technology managers. The veil of secrecy over nuclear deals does not allow any investigations into misdeeds of the people who sabotage good and sincere efforts. The ones at the helm of affairs do make every endeavor to sabotage any genuine efforts, lest they might not get the continued funding if the actual objective is accomplished. International bodies came in as handy tools in this subtle process. The talk of national security comes as an easy weapon to prevent any probe into mismanagement. On nuclear matters the media in our country, by and large, avoid the investigative approach. As a result, the mismatch between promise and performance in the nuclear field does not get exposed as much as that in other fields.

1. What, according to the passage, is the criterion to decide the strength of the country? 1

2. What is common between the scientists of Japan and India? 1
3. What does the author mean by doing science? 1
4. Pick out the words that is nearest in meaning as the words underlined in the passage. 2
- a) Pretensions
i) shortcomings ii) claims iii) apathy iv) access v) permissiveness
b) Managed
i) conducted ii) organized iii) trained iv) performed v) maneuvered
5. Pick out the word which is furthest in meaning to the words underlined: 2
- a) Dazzling
i) lustrous ii) glaring iii) unnoticeable iv) unexposable v) unscrupulous
b) Substantial
i) insignificance ii) extensive iii) independent iv) noteworthy y) uncompromising.