

UKA TARSADIA UNIVERSITY

B.Tech (Civil)/B.Tech (Mechanical)/B.Tech (Automobile)/B.Tech (EC) (1stSemester)

Subject :030040103/030050103/030130103/030070103-Professional Communication (Theory) (2011-12, 2012-13, 2013-14)

Date : 01/01/2016

Time: 10.00 AM to 1.00 PM

Duration : 3Hours

Max. Marks : 60.

Instructions:

1. Attempt all questions.
2. Write each section in a separate answer book.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks allocated to that question.
5. Draw diagrams/figures whenever necessary.

SECTION - 1

Q-1 (A) Answer the following. [04]

- I) What is Empathetic Listening?
- II) Mention the types of Resumes.
- III) What do you understand by Exit Interview?
- IV) Define Brain storming technique with Example.

Q-1 (B) Answer the following in brief. (Any 3) [06]

- I) Here ____ your gloves, I _____ them.(to be +clean) (rewrite using proper tense)
- II) Second, Second(Use Homonyms in sentence to the meaning can be clear to understand)
- III) Dear, Deer (Use Homophones in sentence to the meaning can be clear to understand)
- IV) He was awarded _____ an expert_____ Monday. (fill with proper preposition)

Q-2 Answer the following. [10]

- A) Write a paragraph on ‘ Digital revolution in India’

OR

- A) Elaborate the effective use of Body Language. (Kinesics)
- B) SMC requires a trainee Engineer for their Civil Department. Recent graduate may apply. Write a resume for the same.

OR

- B) Skoda requires an Experienced Electronics Engineer for a senior Engineer’s post in their automobile Department. Prepare a resume for the same.

Q-3 Answer the following in detail. (Any 2) [10]

- A) Discuss examples of Intrapersonal Communication barrier.
- B) Compare active versus passive listening and list tips to improve listening skill.
- C) Discuss wrong assumptions and wrong inferences. State their difference.

SECTION - 2

Q-4 (A) Answer the following. [04]

- I) Define Spatial pattern in writing a paragraph.
- II) What is the meaning of Scanning?
- III) Mention the levels of Communication.
- IV) Mention types of Reports.

Q-4 (B) Answer the following in brief. (Any 3) [06]

- I) List 7C’s in Business Correspondence.
- II) Define the term Proposal. List its types.

- III) Provide a layout of technical description
- IV) Discuss Chronological method of paragraph writing.

Q-5 Answer the following.

[10]

- A) Explain the importance of Visual Aids in Presentation

OR

- A) Write a letter to OPPO Inc. for ordering 25 pieces of their latest Smart phones.
- B) Write a report to your manager regarding recent observation you have done on your company site. Provide your observations and suggestions.

OR

- B) Write a report to your Head office as a Manager of your Branch regarding a Business conference you attended. Provide information of the whole event and what you learnt there.

Q-6 Answer the following in detail. (Any 2)

[10]

- A) Explain four Nuances of delivery of a Presentation.
- B) Discuss complaint and adjustment Letters and state their difference.
- C) Read the following paragraph and answer the questions.

The Amazon is the world's largest tropical rainforest. It covers an area of nearly 2.8 million square miles, which is nearly the size of the continent of Australia. The Amazon Rainforest gets its life from the majestic Amazon River, the world's second largest river, which runs directly through the heart of the region. The rainforest itself is simply the drainage basin for the river and its many tributaries. The vast forest itself consists of four layers, each featuring its own ecosystems and specially adapted plants and animals.

The forest floor is the lowest region. Since only two percent of the sunlight filters through the top layers to the understory, very few plants grow here. The forest floor, however, is rich with rotting vegetation and the bodies of dead organisms, which are quickly broken down into nutrients integrated into the soil. Tree roots stay close to these available nutrients and decomposers such as millipedes and earthworms use these nutrients for food.

The understory is the layer above the forest floor. Much like the forest floor, only about 2- 5 percent of the sunlight reaches this shadowy realm. Many of the plants in the understory have large, broad leaves to collect as much sunlight as possible. The understory is so thick that there is very little air movement. As a result, plants rely on insects and animals to pollinate their flowers.

The layer above the understory is the canopy. This is where much of the action in the rainforest occurs. Many canopy leaves have specially adapted leaves which form "drip tips". Drip tips allow water to flow off the leaves which prevents mosses, fungi, and lichens from occupying the leaves. Leaves in the canopy are very dense and filter about 80 percent of the sunlight. The canopy is where the wealth of the rainforest's fruits and flowers grow. Bromeliads, cup-like plants, provide drinking pools for animals and breeding locations for tree frogs.

The emergent layer is above the canopy, and is the top layer of the rainforest. Trees in the emergent layer break through the canopy and may reach heights of 200 feet. Leaves in the emergent layer are small and covered with a special wax to hold water. Seeds are blown to other parts of the forest. Trees which rise to the emergent layer are massive. Many are braced by huge buttress roots. Trunks can be 16 feet in circumference. Many animals that survive in the emergent layer never touch the ground.

1. What are the layers called in Amazon rainforest?
2. Why the lowest region grow very few plants?
3. The plants rely on insects and animals for pollination in the understory region-provide reason.
4. What do you understand by "drip tips"?
5. Many animals living on the emergent layer never touch the ground.-explain