

2123
B.E., First Semester
HSMC-X01: Professional Communication
(Common to all streams)

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Answer the following:-

- a) Name two types of reports.
- b) Write the passive of the sentence " I painted a picture "
- c) Fill in the blank with appropriate article a/ an only
We went for..... trekking expedition and saw.....bear
- d) Identify the verb in the following sentence and make a sentence using that verb:
" I drive a red car ".
- e) Write two email etiquettes
- f) Name two qualities needed to do well in a Group Discussion
- g) Name two new media of communication
- h) In the following sentence identify the nouns and write them:
"The earth is the third planet from the sun" .
- i) Name two ways in which you can overcome stage fright
- j) Identify the adjective in the sentence
" This is a beautiful painting drawn by a great artist" (10x1)

UNIT - I

- II. What are the 7 C's of communication? Illustrate with examples. (10)
- III. What are the barriers to communication? Discuss in detail? (10)
- IV. Write a paragraph in 500 words on the topic "Lost alone in a dense jungle how I survived for one month". (10)

P.T.O.

(2)

UNIT - II

V.

You are the head of marketing of an automobile company. The company makes passenger cars ,SUV's and pickups (the payload i.e load carrying capacity of pickup is 1500 kgs) . The passenger cars , SUV's and pickups are sold through the dealers. Dealers manage the service , spare parts and sales of vehicles. Dealers also manage the display of vehicles of your company in their showrooms. The dealerships are single brand dealerships i.e they cannot deal with any other brand ,under one roof ,other than yours. All complaints are handled through the dealer network. Your company has dealer network in major cities and has a market share of 7% in passenger cars, 12% in SUV's and 15% in pickups.

As the head of marketing of the automobile company write a memo in 500 words to all dealers of your company highlighting the following :

- a) Tell them about the fast changing automobile market and how to survive in the competitive market.
- b) Your company gives advertisements in various channels. Inform the dealers about your upcoming advertisement campaign. Also inform the dealers about how your company is planning to use the social media specially Youtube, Facebook and Twitter.
- c) Educate the dealers as to how to motivate the sales, service and other personnel of their dealership.
- d) Educate the dealer about customer handling and also about maintaining proper inventory of spare parts. Encourage the dealer to help the customer in financing the vehicle.

(10)

VI. What is meant by Non-Verbal communication? What are its components? Discuss? (10)

VII. Write short notes on:-

- a) Delivering an effective presentation
- b) Cross Culture Communication

(2x5)