

2063
B.E. (Computer Science and Engineering)
Second Semester
HSMC-X01: Professional Communication
(Common with IT & ECE)

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. Attempt the following:-

- a) Draw two communication networks of your choice.
- b) Illustrate diagonal communication by drawing the hierarchy diagram of a hypothetical company.
- c) Identify the Adverb in the sentence
“ The cab is outside”
- d) Identify all the pronouns and adjective in the sentence
“ His name is Rajan. He is a good cricket player.
- e) Convert to passive voice
“ They are cutting the tree “
- f) Convert to past continuous
“ I eat my food”
- g) Fill in the blanks with proper articles (a / an)
“ There you will findcar andengine
- h) What two traits are needed to be successful in an interview
- i) Name two types of reports
- j) Write two telephone etiquettes

(10x1)

UNIT - I

- II. What are the barriers to communication? Discuss in detail. (10)
- III. Write a paragraph in 450 words on the topic "How you organized a training program on Professional communication for corporates".

You need to discuss the content of the program and how you went about convincing the companies that your training program is unique. (10)
- IV. What are the four fundamental communication methods that you need to master to be a good communicator? (10)

(2)

UNIT - II

- V. What is Cross- Culture communication? What points you need to keep in mind in an international setting where people are from diverse cultures? (10)
- VI. You are the Head of Marketing for a chain of hotels by the name "Welcome Group of Hotels ". The CEO of the group has asked you to submit a report highlighting the following points : (The report should be submitted point wise and word limit is 500 words)
- a) The changing scene of the hospitality industry
 - b) How to market the Hotel to corporate clients so that they can utilize the services of the Banquet Hall, Conference Hall, making their guests stay etc.
 - c) How to promote the Hotel to travellers who could be individuals , family or groups.
 - d) How to design discount system , cumulative point system (the customer can accumulate points by staying in different hotels of the group and then redeem the points).
 - e) You need to give out a mission statement like " Just relax. Leave everything to us" or " A rejuvenating experience. Come and stay with us " . You need to draft the mission statement different from these and ask for suggestions from the marketing team. (10)
- VII. Write short notes on:-
- a) Non-Verbal Communication
 - b) Delivering a good presentation (10)