Exam.Code:0905
Sub. Code: 33242

2076

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. I which is compulsory and selecting two questions from each Unit.*

x-x-x

I. Answer the following:-

a) Define 'Functional Phrases'.

b) Describe briefly the types of communication networks.

c) How significant the 'Intra-firm communication' is in today's business environment?

d) How misplaced modifiers may distort the intended meaning? Illustrate.

e) Elucidate the importance of creating coherence in a sentence. (5x2)

UNIT - I

II. "Non-verbal communication, emotional intelligence, and interpersonal skills in addition to basic fundamental communication skills that are essential in today's contemporary business scenario". Elucidate the statement outlining the various skills required for effective communication. (10)

III. Define and describe 'Articles' citing its types. What significance these hold for communication? In what cases, no article is needed? Exemplify. (10)

IV. "Writing precisely is essential to improve clarity, impact, and readability of communication". In the light of the statement, examine the significance of active-passive voice, concrete nouns and effective verbs citing relevant examples. (10)

UNIT - II

V. "Use of digital communication offers fast and global reach however puts risk of information overload". Examine the statement and state the need, objectives, benefits and limitations of these emerging channels of communication. (10)

P.T.O.

VI. Examine the need of preface, background in introductory part of a report. What significance does the reference and appendix holds for a report? Discuss. (10)

VII. "Etiquettes are necessary be it email, telephonic or any other communication." Do you agree or disagree? Justify your stance illustrating the use of etiquettes in today's communication. (10)

x-x-x