Registration No:

B.TECH 2ND SEMESTER REGULAR EXAMINATIONS, MAY 2018
COMMUNICATIVE ENGLISH-II
Subject Code:BBSHS2060
Time: 3 Hours
Max Marks : 100

CO1 Understand the nature and scope of corporate communication and groom industry ready
CO2 Able to use language skills for professional growth
CO3 Distinguish fact from opinion in reading passages from different text books
CO4 Create professional documents like Resume, Job Application letter for their career needs

PART-A   (10X1 = 10 MARKS)

Answer _All_ Questions.
a. Technical communication is _____centered in nature.   (CO-1)
    a. Reader   b. Writer   c. both   d.None
b. "C" in CALL stands for_____.   (CO-1)
    a. Computer   b.Communication   c. Combine   d. None
c.   The letter which is sent along with a resume to a prospective employer for interview is
    known as_____.   (C0-2)
      a. Cover letter   b. sales letter   c .Mercy letter   d.none
d.   The questions asked by the interviewer in the initial part of an interview to put the
    candidate at ease are known as_____.   (CO-2)
      a. Ice breakers   b. Fire breakers   c.Water breakers   d.none
e. To search particular information from the text is known as_____.   (CO-3)
    a. Scanning   b. Skimming   c. both   d. none
f. To get the overall idea of the text is referred to_____.   (CO-3)
    a. Scanning   b. Skimming   c. both   d. none
g. The logical connectivity or meaningful linkage between sentences in a paragraph is
    known as_____.   (C0-3)
      a. Coherence   b. Cohesion   c. Both   d. none
h. FIR is an example of _____type of report.   (C0-4)
    a. informational   b. analytical   c. both   d. none
i. _____reports intended to highlight the progress in a particular activity.e.g. new
    project.   (CO-4)
      a .status   b. progress   c. review   d. none
j._____news messages which receive or expected to receive, a negative response
  from the receiver ranging from disappointment to anger .   (CO-4)
    a. good   b. bad   c. both   d. none

PART-B   (15 x 2 = 30 MARKS)

Answer any fifteen questions from the following.
1.   Define technical communication with examples ?   (CO-1)
2.   Explain the essence of technical communication ?   (CO-1)
3.   What is the nature and scope of technical communication ?   (CO-1)
4.   Technical communication has legal issues explain ?   (CO-1)
5.   Technical communication is international in nature justify ?   (CO-1)

6. Explain the acronym SWOT ?   (CO-2)
7. State different types of resumes ?   (CO-2)
8. Define chronological resume?   (CO-2)
9. Define functional resume ?   (CO-2)
10. State different types of cover letter ?   (CO-2)
11. Define reading ?`   (CO-3)
12. What is Skimming ?   (CO-3)
13. What is scanning ?   (CO-3)
14. What is Coherence ?   (CO-3)
15. Define Cohesion ?   (CO-3)
16. What is a report ?   (CO-4)
17. What is a memo ?   (CO-4)
18. Define a technical proposal?   (CO-4)
19. What is an interpretive report ?   (CO-4)
20. What is informational report ?   (CO-4)

PART-C   (6 x 5 = 30 MARKS)

Section-i   **Answer any Six questions**

1. State different strategies to make technical communication readers centered ?   (CO-1)
2. Technical communication should be interactive and adaptable explain ?   (CO-1)
3. Explain the role of open ended questions in an interview ?   (CO-2)
4. .Non-verbal communication plays an important role in an interview ,explain ?   (CO-2)
5. State the difference between skimming and scanning with examples?   (CO-3)
6. State the difference between active and passive reading?   (CO-3)
7. State the difference between oral communication and written communication ?   (CO-4)
8. State the difference between informational report and analytical report ?   (CO-4)

Section-ii   **Answer any Two questions**   **(2 x 15 = 30 MARKS)**

1   a. ICT helps in developing the career of professionals justify ?   10 (CO-1)
     b. State the difference between general communication and technical communication?
                                                                                    05(CO-1)
2   a. SWOT analysis helps in developing the career of professional explain ?   10 (CO-2)

     b. State the different elements to be included in a functional resume ?   05 (CO-2)

3   a State the different sub- skills of reading ?   10 (CO-3)

     b. What is local comprehension ?   05(CO-3)

4.   a Two computer dealers have tendered for a contract to supply laptop computers which will
        be distributed free to all the students of your college. Your principal asks you to evaluate
        the two brands of computers which are being offered (call them Brand X and Brand Y) and
        submit a report recommending the purchase of one of them.   10(CO-4)
     b. Define different kinds of informational reports.   05 (CO-4)
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