



GIET UNIVERSITY, GUNUPUR - 765022
B. Tech (Second Semester Regular) Examinations, May - 2024
23BBSHS12001 - Communicative English and Technical Communication
 (Common to all branches)

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right-hand margin indicate marks)

PART - A**(2 x 5 = 10 Marks)**

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. What is technical communication?	CO1	K1
b. Write two essential skills needed for an effective job interview?	CO2	K1
c. What is the purpose of a cover letter?	CO2	K2
d. What does SQ4R stand for in reading techniques?	CO3	K1
e. Explain conflict resolution in soft skills development.	CO2	K2

PART - B**(10 x 5 = 50 Marks)**

Answer *ALL* questions

	Marks	CO #	Blooms Level
2. a. Define technical communication and discuss its nature and scope. How do the characteristics of technical communication contribute to its importance in various fields?	5	CO2	K3
b. Explain the concept of self-learning through technology, emphasizing the role of the internet in acquiring technical knowledge.	5	CO6	K2
(OR)			
c. Explain the concept of Computer Assisted Language Learning (CALL) and its significance in developing English language proficiency.	5	CO6	K2
d. Discuss the critical role of technical communication in career development. How does effective technical communication contribute to professional success and advancement?	5	CO2	K5
3.a. Describe the process of setting career goals and explain how SWOT analysis can help in this process.	5	CO2	K2
b. How can job portals be effectively utilized in the job search process?	5	CO2	K3
(OR)			
c. What are the key elements that should be included in a resume? Differentiate between a chronological resume and a functional resume.	5	CO4	K1
d. Describe the steps you would take to prepare for an important meeting, highlighting the key aspects to consider.	5	CO2	K3
4.a. Describe the SQ4R techniques of reading and how they can improve comprehension.	5	CO3	K3
b. Compare and contrast skimming and scanning as techniques of rapid reading.	5	CO3	K2
(OR)			
c. What are the barriers that can hinder effective reading, and how can they be overcome?	5	CO3	K3

d.	How can extensive reading contribute to overall reading comprehension and knowledge retention?	5	CO3	K3
5.a.	Discuss the importance of email etiquette in modern professional communication and outline key principles that should be followed when writing professional emails.	5	CO4	K2
b.	Explain the steps involved in preparing a technical proposal.	5	CO4	K2
(OR)				
c.	Imagine you are applying for a marketing assistant position at a tech startup. Write a cover letter that highlights your relevant experience, skills, and enthusiasm for the role. Include specific examples of projects or achievements that demonstrate your ability to contribute to the company's marketing efforts. Use professional language and format, addressing the letter to the hiring manager.	10	CO5	K6
6.a.	Define conflict resolution and explain its importance in professional environments.	5	CO2	K2
b.	What are the common causes of conflicts in the workplace? Provide examples.	5	CO2	K2
(OR)				
c.	Define problem-solving skills and discuss their significance in professional development.	5	CO2	K2
d.	Why is it essential for individuals to possess both conflict resolution and problem-solving skills in a professional setting?	5	CO2	K5

--- End of Paper ---