

**B.TECH.**

**(SEM 3rd) THEORY EXAMINATION 2023-24 CSE/IT/AI/ML**

**TECHNICAL COMMUNICATION**

**Time: 3 Hours**  
**Total Marks: 100**  
**Sub Code: BAS301**

**Note: Attempt all Sections. If you require any missing data, then choose suitably.**

**Attempt all questions in brief.**

**SECTION - A**

Q No.	Question	Marks	CO
a.	Differentiate between Technical and General communication.	2	1
b.	What do you understand by rising tone and falling tone?	2	1
c.	Define the term 'proposal'.	2	3
d.	What do you mean by theme clarity?	2	2
e.	Examine the definition of personality.	2	5
f.	Differentiate between upward and downward communication.	2	1
g.	What is the primary purpose of podcast?	2	5
h.	How do you ensure your reports are clear and concise?	2	3
i.	What do you understand by communication and networking?	2	4
j.	What points should be consider while providing feedback.	2	4

**SECTION - B**

- **Attempt any three of the following:**

Q No.	Question	Marks	CO
a.	What do you mean by barriers to communication? What are the possible reasons and how can you overcome them?	10	1
b.	How do feelings, intentions and behaviour are responsible factors for effective communication and social competence?	10	4
c.	What is thesis writing? Describe its structure and importance of thesis writing?	10	3
d.	What is leadership communication? Give some strategies for effective leadership communication.	10	4
e.	In what ways can individuals effectively and ethically use social media to enhance their text and technique in communication.	10	5

**SECTION - C**

- **Attempt any one part of the following:**

Q No.	Question	Marks	CO
a.	What are the seven C's of effective communication?	10	1
b.	How can effective profiling benefit an individual's career development?	10	2

- **Attempt any one part of the following:**

Q No.	Question	Marks	CO
a.	What is the purpose of seminars and conferences in professional and academic settings?	10	2
b.	Discuss the importance and principles of report writing.	10	3

- Attempt any one part of the following:

Q No.	Question	Marks	CO
a.	What is critical thinking, how does it enhance communication and problem solving?	10	4
b.	What are the do's and don'ts of group discussion?	10	2

- Attempt any one part of the following:

Q No.	Question	Marks	CO
a.	Give a detailed account of elements of speech delivery. How will you prepare and structure you ideas effectively?	10	3
b.	Write a short note on webinars. Write it's advantages and disadvantages also.	10	5

- Attempt any one part of the following:

Q No.	Question	Marks	CO
a.	How will you prepare yourself for an interview? How will you impress interviewer? Write a detailed note.	10	2
b.	Stimulus and response is extensively used by mass media for various purposes. Explain the statement with suitable examples.	10	5