

<b>2E2001</b>	Roll No. _____	[Total No. of Pages : 4]
<b>2E2001</b>		
<b>B. Tech. I Year II Semester (Main) Examination -2013</b>		
<b>201 Communication Techniques</b>		

Time : 3 Hours

Maximum Marks : 80

Min. Passing Marks : 24

**Instructions to Candidates:**

Attempt any **five** questions, selecting **one** question from **each** unit. All questions carry **equal** marks. (Schematic diagrams must be shown wherever necessary. Any data you feel missing suitably be assumed and stated clearly. Units of quantities used/calculated must be stated clearly.)

**Unit - I**

1. a) What is communication process? (5)
- b) Describe the objectives of communication. (5)
- c) Write a note on Media as an important tool of communication. (6)

**OR**

1. a) Explain the meaning and definition of communication in detail. (5)
- b) Write a short note on various types and means of communication. (5)
- c) What do you know about the Role of Communication in Business? (6)

**Unit - II**

2. a) Distinguish between Verbal and Non-Verbal Communication giving suitable examples. (5)
- b) What are the Formal Channels of Communication? (5)
- c) Mention the Qualities and skills required for Good written business Communication. (6)

**OR**

2. a) Outline the basics of Non-Verbal Communication and explain the role played by body Language in Non-Verbal Communication. (5)
- b) Describe Informal communication and its importance. (5)
- c) What are the principles of good and effective Communication? (6)

## Unit - III

3. a) Explain in detail the Barriers to communication. (5)
- b) What do you know about Professional communication? (5)
- c) Pinpoint the essential of Interpersonal Communication. (6)

## OR

3. a) Write short notes on any two: (6)
- Physical Barriers
  - Psychological Barriers
  - Linguistic and Cultural Barriers
  - Mechanical Barriers
- b) Discuss the differences between oral and written communication. (5)
- c) Suggest some methods to improve Interpersonal communication. (5)

## Unit - IV

4. a) Correct the following sentences: (5)
- i) We can not imagined it.
  - ii) Ramu does not cleans the rooms daily.
  - iii) Let her watered the plants.
  - iv) We shall be watch the movie.
  - v) Do your grand mother not like to read religious books?
- b) Fill in the blanks with suitable conjunctions: (5)
- i) I need an office to myself \_\_\_\_\_ I can get some work done.
  - ii) Write it down \_\_\_\_\_ you don't forget.
  - iii) I need to get to work early \_\_\_\_\_ I can finish the report before the meeting.
  - iv) I'll tell her \_\_\_\_\_ I see her.
  - v) \_\_\_\_\_ you left, the atmosphere in the office has not been as nice.

c) Re-write the sentences so that they have the same meaning as the original. You must use a relative clause. (6)

- i) I bought a house. It was advertised in the local paper.
- ii) Mary works in our office. Her husband is a plastic surgeon.
- iii) Venice is a wonderful place. We spent our last holiday there.
- iv) He showed us how to create a computer-based game. It was very interesting.
- v) I've just finished reading Harry Potter and the Philosopher's Stone. It is an amazing book
- vi) A detective is someone. He discovers the truth about crimes.

OR

4. a) Correct the following sentences: (5)

- i) Neither Kim nor shelby are to go into the cave.
- ii) This gift is for Susie and I.
- iii) One of the woman plays on the bowling team.
- iv) There is only three weeks before Thanks giving.
- v) My bag and hat is in the corner.

b) Fill in the blanks with suitable conjunctions: (5)

- i) Things were different \_\_\_\_ I was young.
- ii) I do it \_\_\_\_ I like it.
- iii) Let us wait here \_\_\_\_ the rain stops.
- iv) You cannot be a lawyer \_\_\_\_ you have a law degree.
- v) That was years \_\_\_\_ years ago.

c) Re-write the sentences so that they have the same meaning as the original. You must use a relative clause. (6)

- i) That's the boy. I told you about him last night.
- ii) They've sold the house. I wanted to buy it.
- iii) Helen has just arrived. She had a car accident.
- iv) They've sold the grocery. I used to go shopping there.

- v) My sister has won a DVD player. Her children love watching films.  
vi) A lion is an animal. It is very strong.

**Unit - V**

5. a) Write a short congratulatory email to the sales team for achieving their target. (5)  
b) Write business letters to the electricity board for excessive billing. (5)  
c) What is the importance of Telephone Etiquettes? (6)

**OR**

5. a) Write a short congratulatory email to a friend who has got good marks in his exam. (5)  
b) Write a sales letter to a company, promoting a specific featured mobile phone, which your company manufactures. (5)  
c) What is a resume? Suggest tips for writing a good resume. (6)