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Roll No

MCADD-204

M.C.A (Integrated Course), II Semester

Examination, May 2019

**Technical Communication and Personality
Development**

Time : Three Hours

Maximum Marks : 70

- Note:** i) Attempt any five questions.
ii) All questions carry equal marks.

1. Attempt any two questions. 2×7=14
- a) Communication is a two way process. Explain in this context the elements of communication process.
- b) Write the merits and limitations of verbal and non-verbal communication.
- c) What are the general or fundamental principles of an effective business letter?
2. Attempt any two questions. 2×7=14
- a) What elements constitute the structure of a business letter? Discuss briefly each of them.
- b) What is quotation? Produce a quotation for the purchase of 100 PCS alongwith the necessary accessories for a business establishment.
- c) Write a complaint letter to the executive engineer BSNL regarding the poor functioning of the Broadband internet service provided to your hostel.

3. Attempt any two questions.

2×7=14

- a) What are the main barriers to communication?
- b) What is body language? How do the physical movements of the body help in communication?
- c) What is the role of the Audio-visual aids in an oral presentation?

4. Attempt any two questions.

2×7=14

- a) How many types of skills? We generally find among the professional.
- b) What is the role of skills basic interaction within society?
- c) What kind of personality does a human have if he has human interaction skills?

5. Attempt any two questions.

2×7=14

- a) Write the top 10 soft skills and also brief them.
- b) Write down the difference between hard skill and soft skill.
- c) Explain the interpersonal skills in detail.

6. Attempt any two questions.

2×7=14

- a) What is the importance of leadership skills in professional life? Explain its all points.
- b) Interpersonal skills play an important role in personality development explain this statement by giving its main points.
- c) What is the role of professional ethics to strengthen a professional character?

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7. Attempt any two questions. 2×7=14
- a) Explain, what objectivity of recommendation means in a report?
 - b) You have recently joined a company as a technical expert. Write a report to the managing Director regarding the need for improvement of the communication system in the company.
 - c) What is proxemics? What is its use in presentation strategies? Discuss.
8. Attempt any two questions. 2×7=14
- a) Write a cover letter to be sent with your resume in response to an advertisement for employment of engineers in BHEL, in a daily news paper.
 - b) Explain the nature and purpose of listening skill. What is the significance of effective listening?
 - c) What major points should be kept in mind while negotiating?
