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Roll No

MCADD-204

M.C.A (Dual Degree/Integrated Course), II Semester

Examination, May 2018

Technical Communication and Personality Development

Time : Three Hours

Maximum Marks : 70

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

1. Describe the process of communication, indicating clearly the role of each constituent element.
2. What points should be borne in mind while communicating with a group of persons belonging to different cultures?
3. 'Non-verbal means are more important than verbal means in oral communication'. Discuss this statement, giving examples in support of your answer.
4. 'Complete and exact transmission of meaning is an ideal which can never be attained'. Discuss with reference to different kinds of communication situations.

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5. Distinguish clearly between a press release and a memo. Prepare a memo for circulation to all employees of your organisation announcing a change in the working hours and explaining the reasons for the change.
6. Discuss the factors that have made the use of email popular in recent years. As sponsoring editor of a publishing company. Write an email to an author, telling him the present stage of the production of his book and the date by which it is likely to be released. Invent the necessary details.
7. Write about Personal, Interpersonal and Intrapersonal skills. How these Interaction skills are useful in building human relations. Quote examples from public life.
8. "Everything in life is a negotiation whether. You are buying a house, asking your boss for a raise or getting your car repaired". Explain.
