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## **MCADD-204**

### **M.C.A (Integrated), II Semester**

Examination, June 2020

### **Technical Communication and Personality Development**

*Time : Three Hours*

*Maximum Marks : 70*

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

1. a) Elaborate the statement, Technical communication is a transmission of technical and professional information from one individual to another. 7  
b) Write how can misunderstanding be reduced while communicating with people from different cultures. 7
2. a) Write a memo to the staff of your organization informing that the company has decided to give an incentive at the rate of 5 percent to all from July, 2019. 7  
b) Write how use of Audio-visual aids and Non-verbal clues help in developing positive image of the speaker during presentation. 7
3. a) Write the importance of emotional intelligence as a positive trait in personality development of a professional. 7  
b) Show how offensive style is the greatest barrier to communication. 7

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4. a) Study the situation of a case and answer the questions followed: 10  
Situation :  
Steve is fourteen and has taken piano lessons since he was five. He feels that he misses out on many fun activities because he has to practice everyday. He wants to quit piano lessons, but his mother his moth says, “If you quit the piano now you” “be sorry when you get older” steve wants to quit anyway.  
Questions:  
i) What other options could Steve and his mother find?  
ii) Make a decision and evaluate your decision.  
b) What is the difference between interpersonal and intrapersonal communication skills? Discuss different characteristics of each. 4
5. a) Give an example of a conflict you came across during organizing annual function of your college. Write how did you cope with that situation. 7  
b) Write short notes on 7  
i) Leadership skills  
ii) Conflict management  
iii) Negotiation skills
6. What do you understand by the term ‘Impressive personality’? What is the role of technical communication in personality development of a candidate? 14
7. What are different verbal and non-verbal communication aspects that help is personality development. 14
8. Write a case study, and on its basis differentiate between good and bad personality through technical and non-verbal aspects of communication. 14

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