

SECTION - E

- 9 Attempt any two of the following. 7.5x2=15
- (a) What are the paralinguistic features of presentation strategies? How could articulation be improved by voice-modulation?
 - (b) What are interpersonal skills? Explain their importance in daily life with the help of examples.
 - (c) What do you mean by etiquettes? What is the significance of business and social etiquettes in professional life?
- 10 Attempt any one of the following. 5x1=5
- (a) Do's and don't of Group Discussion.
 - (b) Tips for conducting and facing an Interview.

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THM-201

Printed Pages : 4



Paper ID and Roll No. to be filled in your Answer Book

Roll No.

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B. Tech.

(SEM. II) EXAMINATION, 2012

ADVANCED TECHNICAL COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

Note : Attempt All Questions. Question paper is divided into five sections and marks are indicated against each.

SECTION - A

- 1 Attempt any two of the following : 7.5x2=15
- (a) Discuss the process of Technical document. Explain each stage briefly.
 - (b) What is technical writing? Express your views on the origin and development of Technical communication.
 - (c) Explain the distinction between General and Technical communication with the help of examples from day to day life.
- 2 Attempt any one of the following. 5x1=5
- (a) Elements of Scientific Article
 - (b) Difference between Dissertation & Thesis

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SECTION - B

- 3 Attempt any two of the following. 7.5x2=15
- (a) You have recently purchased a music system from a local Dealer. You are dissatisfied with the performance of the set. Write a letter of complaint to the Dealer asking for replacement.
 - (b) Eastern Trading Transport Corporation, Chennai requires a Business Development Manager. The person they are looking for must be able to plan for and produce tangible results in business growth having good command over spoken & written English. Draft a suitable application for appointment incorporating your resume.
 - (c) Why are business letter important? Discuss briefly the principles of writing an effective letter.
- 4 Attempt any one of the following : 5x1=5
- (a) Difference between Quotation and Order letter
 - (b) Difference between Resume and CV

SECTION - C

- 5 Attempt any two of the following. 7.5x2=15
- (a) You are the General Secretary of the college students Union. Submit a report to the Principal of your college about the need to improve the facilities for sports in your college, including the condition of the college gymnasium.

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- (b) You have just graduated from an Engineering college and wish to open your own manufacturing unit. Write a proposal seeking loan from the State Industrial Development Financial Corporation, New Delhi.
- (c) What aspects of a report are dealt with in the 'front matter' and 'back matter' of a business report? Discuss in detail.

- 6 Attempt any one of the following. 5x1=5

- (a) Report and its significance to Engineers
- (b) Important elements of the structure of a Proposal

SECTION - D

- 7 Attempt any two of the following. 7.5x2=15
- (a) Identify three ways that Napoleon tries to solidify his leadership position on the farm? How does the process of decision-making on the farm change under Napoleon leadership?
 - (b) Write the historical and political background of Animal Farm.
 - (c) Which is the most admirable animal character in the novel, Animal Farm? Discuss.

- 8 Attempt any one of the following. 5x1=5

- (a) Seven commandments of Animalism
- (b) Animal Farm as a political satire

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