

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

Roll No.

1	4	0	9	7	0	1	0	7	0	1
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B.Tech. (II Semester)

End Semester Examination 2015

ADVANCED TECHNICAL COMMUNICATION

Time: 3.00 Hours]

[Total Marks: 100

Note: All questions are compulsory.

Q 1. (A) Attempt any two questions: (7.5 × 2 = 15)

- (i) Creating a technical document is a specialized task. Discuss the various stages through which a technical document evolves.
- (ii) What are scientific articles? Discuss the elements of Scientific article.
- (iii) What is the structure of thesis writing? Differentiate between thesis and dissertation.

(B) Write short notes on any one: (5 × 1 = 5)

- (i) Technical and General writing
- (ii) Importance of Technical Communication

(ii) The story of Animal Farm has multiple symbolism. Discuss with relevant examples.

(iii) Which is the most admirable animal character in the novel, Animal Farm? Discuss with illustrations from the novel.

(B) Write short notes on any one: (5 × 1 = 5)

(i) Seven commandments of Animalism.

(ii) Animal Farm as a political satire.

Q5. (A) Attempt any two questions. (7.5 X 2 = 15)

(i) Explain the role of personality and its various elements in interpersonal communication.

(ii) What are paralinguistic features of presentation strategies? How could articulation be improved by voice modulation?

(iii) What is Group Discussion? Discuss the parameters on which it is judged?

(B) Do any one of the following: (5 × 1 = 5)

(i) Negotiation Skills

(ii) Creative Decision Making.

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Q2. (A) Attempt any two questions: (7.5 X 2 = 15)

(i) How is business correspondence different from personal correspondence? Discuss the elements which increase the chances of a business letter to achieve its purpose and not go unnoticed?

(ii) 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 and written English. Draft a suitable application for appointment and resume.

(iii) 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) Differentiate between any one of the following: (5 × 1 = 5)

(i) Claim and adjustment letters

(ii) Memorandum and Circular

(2)

Q3. (A) Attempt any two questions: (7.5 X 2 = 15)

(i) You are the General Secretary of the college students union. Submit a report to the Director of your college about the need to improve the facilities for sports in your college, including the condition of the college gymnasium.

(ii) 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.

(iii) What is a technical proposal? Discuss the divisions of technical proposal.

(B) Write short notes on any one: (5 × 1 = 5)

(i) 'Front matter' of a business report

(ii) Types of technical reports.

Q4. (A) Attempt any two questions: (7.5 X 2 = 15)

(i) 'Snowball represents the constructive side and Napoleon represents the destructive side of the revolution'. Discuss the statement with suitable examples from the novel Animal Farm.

(3)