Printed	Page:- Subject Code:- AASLH0101 Roll. No:							
	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA							
(An Autonomous Institute Affiliated to AKTU, Lucknow)								
B.Tech								
SEM: I - THEORY EXAMINATION (2022 - 2023)								
	Subject: Professional Communication							
	3 Hours Max. Marks: 100							
	<b>Instructions:</b> ify that you have received the question paper with the correct course, code, branch etc.							
	uestion paper comprises of three Sections -A, B, & C. It consists of Multiple Choice							
	s (MCQ's) & Subjective type questions.							
2. Maxim	num marks for each question are indicated on right -hand side of each question.							
3. Illustro	ate your answers with neat sketches wherever necessary.							
	e suitable data if necessary.							
-	ably, write the answers in sequential order.							
	reet should be left blank. Any written material after a blank sheet will not be Nebacked							
evaluated/checked.								
	CECTION A							
4. 844	SECTION A 20							
	pt all parts:-							
<b>1. Atten</b> 1-a.	npt all parts:to find a particular piece of information. (CO1)							
	to find a particular piece of information. (CO1)  (a) Skimming							
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	to find a particular piece of information. (CO1)  (a) Skimming							
	to find a particular piece of information. (CO1)  (a) Skimming  (b) Scanning							
	to find a particular piece of information. (CO1)  (a) Skimming  (b) Scanning  (c) Churning							
1-a.	to find a particular piece of information. (CO1)  (a) Skimming  (b) Scanning  (c) Churning  (d) Assimilation							
1-a.	to find a particular piece of information. (CO1)  (a) Skimming  (b) Scanning  (c) Churning  (d) Assimilation  Graphs make the data more (CO1)							
1-a.	to find a particular piece of information. (CO1) 1  (a) Skimming (b) Scanning (c) Churning (d) Assimilation  Graphs make the data more (CO1) 1  (a) Complex							
1-a.	to find a particular piece of information. (CO1) 1  (a) Skimming (b) Scanning (c) Churning (d) Assimilation  Graphs make the data more (CO1) 1  (a) Complex (b) Confusing							
1-a.	to find a particular piece of information. (CO1) 1  (a) Skimming (b) Scanning (c) Churning (d) Assimilation  Graphs make the data more (CO1) 1  (a) Complex (b) Confusing (c) Easy to understand							
1-a. 1-b.	to find a particular piece of information. (CO1) 1  (a) Skimming (b) Scanning (c) Churning (d) Assimilation  Graphs make the data more (CO1) 1  (a) Complex (b) Confusing (c) Easy to understand (d) Clutter							
1-a. 1-b.	to find a particular piece of information. (CO1) 1  (a) Skimming (b) Scanning (c) Churning (d) Assimilation  Graphs make the data more (CO1) 1  (a) Complex (b) Confusing (c) Easy to understand (d) Clutter  Would youmy shoulders? (CO2) 1							
1-a. 1-b.								

	(d) Barber	
1-d.	Things will get better (CO2)	1
	(a) In general	
	(b) Originally	
	(c) Over Time	
	(d) Public	
1-e.	Which of these is the third step in the listening process? (CO3)	1
	(a) Stop Talking	
	(b) Receiving	
	(c) Interpreting	
	(d) Responding	
1-f.	A serious listener concentrates on: (CO3)	1
	(a) the message	
	(b) speaker's body language	
	(c) speaker's physical appearance	
	(d) other thoughts	
1-g.	Which of these terms refer to the study of speech process? (CO4)	1
	(a) phonology	
	(b) phonetic substance	
	(c) phonetics	
	(d) morphology	
1-h.	Identify the consonant sound from the word 'Yes' . (CO4)	1
	(a) /e/	
	(b) /y/	
	(c) /j/	
	(d) /a:/	
1-i.	A speaker looks into the eyes of the audience. (CO5)	1
	(a) confident	
	(b) impatient	
	(c) rude	
	(d) impolite	
1-j.	Which of these should be avoided for an effective speech? (CO5)	1
	(a) determination of the purpose	

	(d) selection of theme					
2. Atte	empt all parts:-					
2.a.	What is extensive reading? (CO1)					
2.b.	Write the full form of RADAR. (CO2)	2				
2.c.	What is active listening? (CO3)					
2.d.						
2.e.	Write a rhyming word each for 'bound' and 'care'. (CO5)	2				
	SECTION B	30				
3. Ans	swer any <u>five</u> of the following:-					
3-a.	Write in detail the importance of chart, diagram and graph. (CO1)	6				
3-b.	Look at the advertisement (CO1) Thinking of starting a business? Need expert advice or assistance in any of the following areas? Call us now on xxxxxxx to make an appointment: i Market research ii Constructing a schedule iii Calculating costs iv Meeting legal requirements v Obtaining finance vi Renting or purchasing premises vii Recruiting and training staff	6				
	For parts A-E, decide which service (i-viii) would be suitable for each person.  Don't Select any letter more than once. A. Margaret Williams needs help in choosing the business loan with the most competitive terms  B. Ibrahim Shah wants to be sure that there will be enough demand for his product  C. Maria Fernandez would like some advice about where to advertise a new line of goods  D. Kim Seng wants to research new laws on constructing buildings  E. Peder Andersen needs to know whether his existing funds are enough to set up his business					
3-c.	What do you understand by redundancy? Explain with example. (CO2)	6				

(b) selection of message

(c) lack of interest

3-d.	Write 3 words each which have been borrowed from French and Hindi and which are used in English language. (CO2)				
3.e.	What are the barriers to active listening? (CO3)				
3.f.	What is the need of audience analysis? (CO4)				
3.g.	Discipline is a very important ingredient of an effective presentation. Elaborate. (CO5)	6			
	SECTION C	50			
4. Answe	er any <u>one</u> of the following:-				
4-a.	How does economising with words help the readers understand the text better? (CO1)	10			
4-b.	Differentiate between Churning and Assimilation. (CO1)	10			
5. Answe	er any <u>one</u> of the following:-				
5-a.	You work in the Human Resource Department and are going to interview some candidates for a new sales post. The best of the candidates has just emailed you to say that he is no longer interested in the post.  Write an email to the sales manager:  Saying which candidate has withdrawn  Explaining why he is no longer interested  Suggesting a meeting time to discuss the remaining application  Write 35 – 45 words on your answer sheet. (CO2)	10			
5-b.	Explain the following compound words - Mobile Phones, Study Table, Lab Report, Eyedrop, Pen Stand, Ceiling Fan, Weighing Machine, First Aid, Sunglasses and Hand Brake. (CO2)	10			
6. Answe	er any <u>one</u> of the following:-				
6-a.	Communication depends on listening. How? (CO3)	10			
6-b.	Listening is a very crucial part of communication, however, most people consider it not to be so. Discuss the statement in the light of professional communication. (CO3)	10			
7. Answ	er any <u>one</u> of the following:-				
7-a.	What are micro skills of speaking? Discuss with examples. (CO4)	10			
7-b.	Discuss the difference between syllable and phoneme with suitable examples. (CO4)	10			
8. Answ	er any <u>one</u> of the following:-				
8-a.	What does outline of a presentation refer to? (CO5)	10			

8-b.	How do yo	ou limit distractions whe	n you are at	your workplace? (CO5)

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