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Total No. of Pages : 02

Total No. of Questions : 09

MCA (2012 & Onwards) (Sem.-1)
TECHNICAL COMMUNICATION
Subject Code : MCA-105
Paper ID : [B0132]

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTION TO CANDIDATES :

1. SECTIONS-A, B, C & D contains TWO questions each carrying TWENTY marks each and students has to attempt any ONE question from each SECTION.
2. SECTION-E is COMPULSORY consisting of TEN questions carrying TWENTY marks in all.
3. Use of non-programmable scientific calculator is allowed.

SECTION-A

- Q.1 Discuss at least four other principles of effective communication along with the seven C's of communication.
- Q.2 Discuss in detail Shannon and Weaver's model of communication highlighting the drawbacks of this model. [20]

SECTION-B

- Q.3 Write a letter to the IBM COMPANY placing order for the supply of one hundred computers with latest features. [20]
- Q.4 [a] What do you mean by Reading Comprehension? Explain different methods of Reading.

[b] Precise the following passage and suggest a suitable title:

With computers coming into rural classrooms as well as elite schools, India is expected to make the technological leap into the 21st century. But educationists, planners as well as managers, are skeptical about women being propelled forward along with the young men in the new craze of technology. With the three quarters of the women population of the country steeped in illiteracy, there seems little scope for them to do well in the near future. The reason for a woman lagging behind is simply that women's education in the past has had an undirected growth. It has remained status quo and has been marked by a slowing rate of progress.

There are quantitative shortfalls and a qualitative lag in the education of women. More than 70% of the female population has not been touched by education and two thirds of the children who do not attend schools are girls. Only 11% of the girls receive education that is beneficial to them.

The education that women do receive neither fits them for traditional family roles nor does it equip them to participate in the social and economic process at par with men. Because of the low educational participation and the poor curricula diversification, women are inhibited from participating in higher productive sectors of the economy. Though we hear of women engineers, architects and doctors, the large majority on account of their general and technological illiteracy are huddled in low paid occupations both in the traditional and modern sectors of our economy. Even in regard to the higher paid occupations, the trends are not all uniform, for instance while the percentage of women becoming engineers and scientists has remained static the number of Women doctors has actually dropped. We need to take serious efforts to remedy the situation.

[5+15]

SECTION-C

Q.5 Write a resume for the post of a software engineer in a reputed company. [20]

Q.6 (a) Technical reports are a major source of scientific and technical information. Explain.

(b) Draft a Press Release announcing the diversification plans of your company. [5+15]

SECTION-D

Q.7 Explain the various types of interviews. How should an interviewee prepare for a selection interview? [20]

Q.8 Write a detailed note on the Presentation Techniques. [20]

SECTION-E

Q.9 Write short answers to the following :

i) Body language adds intensity to the process of communication. Explain.

ii) What is your understanding of Bibliography?

iii) What is the purpose of a note of dissent in report writing?

vi) Distinguish between a Research Paper and a Report.

v) What is your understanding of Newsletters?

vi) What is the difference between adobe frame maker and technical communication?

vii) What do you mean by Technical Proposals?

viii) What is the importance of positive image in an interview?

ix) How does status -consciousness impede the smooth flow of communication?

x) What are the limitations of conferences?

[10×2=20]