

THM-201

20

Printed Pages : 4

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

Roll No.

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**B.Tech. (II - Sem.)**

Even Semester Examination - 2016

**ADVANCED TECHNICAL  
COMMUNICATION**

*[Time : 3 Hours]*

*[Maximum Marks : 100]*

**Note:** Attempt **all** questions:

**SECTION-A**

Q1. Attempt **any two** of the following: (7.5x2=15)

- (a) What is the importance of technical communication? Explain origin and development of technical communication.
- (b) Explain Unity in a sentence and paragraph. What are the important aspects of paragraph design in technical Communication?
- (c) What is Technical writing? Define the difference between general writing and technical writing.

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(1)

[P.T.O.]

Q2. Answer **any one** of the following: (5x1=5)

- (a) Elements of Scientific Article
- (b) Structure of a Thesis

**SECTION-B**

Q1. Attempt **any two** of the following: (7.5x2=15)

- (a) Discuss briefly the principles of writing an effective business letter. Explain the format of a business letter.
- (b) As the Purchase Officer of a Company, write a complaint letter to Uniflex Ltd New Delhi, pointing out the damage which was discovered after checking the consignment containing Compact Discs sent to you by the supplier. Invent the necessary details.
- (c) "An application letter is a sales letter." Discuss.

Q2. Answer **any one** of the following: (5x1=5)

- (a) Agenda and its objective?
- (b) Importance of 'Minutes'?

**SECTION-C**

Q1. Attempt any two of the following: (10x2=20)

- (a) What are the different types of proposals?  
Explain with examples.

**OR**

What are the characteristics of an ideal proposal?

- (b) You are the Coordinator of Technical Committee of your institute. The committee is planning to hold the 'Annual Fest' inviting participation of large number of students. Prepare a proposal for the benefit of the Director of your institute for approval and necessary expenses for the above mentioned programme.
- (c) The District Collector, Jhsunjhunu is concerned about the rapid increase in the number of road accidents in Pilani. The Chairman, Municipal Corporation, Pilani, has been asked to submit a report investigating the causes and suggesting measures to improve the situation.' Prepare an outline for the above report.

**SECTION-D**

Q1. Attempt **any two** of the following: (10x2=20)

- (a) What were the seven commandments at the Animal Farm? Why were they amended?
- (b) What is the symbolism in ANIMAL FARM related to its plot? Write the historical and political background of Animal Farm.
- (c) Describe how does the rebellion take place in Animal Farm and how does the animal's behavior during the rebellion suggest both human and animal characteristics?

**SECTION-E**

Q1. Attempt **any four** of the following: (5x4=20)

- (a) What is Group Discussion? Which personality traits are checked during a group discussion?
- (b) Tips for conducting and facing an Interview.
- (c) Discuss Body Language stating the relevance of Kinesics, Para-language and Proxemics.
- (d) What is the process of designing an effective presentation?
- (e) Write your comment on conflict management.

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