

THM-201

1002

Even Semester Examination 2017-18

B.Tech. (SEMESTER-II)

ADVANCED TECHNICAL COMMUNICATION

Time: 03:00 Hours

Max Marks : 100

Note : Attempt all questions. Question paper is divided into five sections and marks are indicated against each question.

Section-A

1. Attempt any two of the following:

[7.5x2=15 marks]

- (a) What are the characteristic features of technical communication? Explain Difference between Technical and General Communication.
- (b) What are the distinctive features and objectives of Scientific and Technical articles?
- (c) What is Thesis and dissertation writing and what are the stages in writing thesis and dissertation? Explain each stage in brief.

2. Attempt any one of the following:

[5x1=5 marks]

- (a) Literature Survey in an article.
- (b) Explain semi technical article.

Section -B

3. Attempt any two of the following:

[7.5x2=15 marks]

- (a) Discuss in brief the structure and main purpose of a business letter.
- (b) "An application letter is a sales letter." Discuss.

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- (c) Write a resume for the Post of a Research Associate in a leading National Institution. Invent necessary details.

4. Attempt **any one** of the following: [5x1=5 marks]

- (a) Difference between Notice and Circular.
(b) Difference between Agenda and Minutes of Meeting.

Section-C

5. Attempt **any two** of the following: [7.5x2=15 marks]

- (a) What is the technical proposal? Discuss the divisions of technical proposal.
(b) "A report is a logical presentation of fact and information. Discuss the statement in the light of types, function and structure of a report.
(c) You are the Coordinator of technical Committee of your institute. The Committee is planning to hold the "Technical Annual fest" inviting participation of large number of students. Prepare a proposal for the benefits of the Director of your institute for approval and necessary expenses for the above mentioned program.

6. Attempt **any one** of the following: [5x1=5 marks]

- (a) Characteristics of an Ideal Proposal.
(b) Technical jargon acts as a language barrier. Comment.

Section-D

7. Attempt **any two** of the following: [7.5x2=15 marks]

- (a) Discuss the theme of Animal Farm. How is the symbolism in animal Farm related to its plot?
(b) Compare and contrast Napoleon and Snowball. What techniques do they use in their struggle for power? Does Snowball represent a morally legitimate political alternative to the corrupt leadership of Napoleon?

- (c) What is the significance of the Seven Commandments of Animalism in the structure of the novel, Animal Farm? Discuss.

8. Attempt any one of the following:

[5x1=5 marks]

- (a) Animal Farm as a Political satire.
(b) Development of Plot in animal farm.

Section-E

9. Attempt any two of the following:

[7.5x2=15 marks]

- (a) What are the different effective tips for conducting and facing an interview?
(b) Discuss Body Language stating the relevance of Kinesics, Para-Language and Proxemics.
(c) What is Group Discussion? Which Personality traits are checked during a group Discussion?

10. Attempt any one of the following:

[5x1=5 marks]

- (a) Conflict management
(b) Role of Audio- Visual aids in a presentation.

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