

Roll No.

Total No. of Questions : 09]

[Total No. of Pages : 02

B.Tech. (Sem³rd-)

WRITTEN & ORAL TECHNICAL COMMUNICATION

SUBJECT CODE : CS - 209

Paper ID : [A0455]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instructions to Candidates:

- 1)** Section - **A** is **Compulsory**
- 2)** Attempt any **Four** questions from Section **B**.
- 3)** Attempt any **Two** questions from Section **C**.

Section - A

Q1)

(10 × 2 = 20)

- a) What is the difference in Bibliography and References?
- b) Explain the major components of report writing.
- c) What are audio-visual aids?
- d) What is an e-mail?
- e) Can we know the type of organisation from its domain name? Explain giving two examples.
- f) What is the use of references?
- g) Explain briefly two note writing techniques.
- h) Why do we write a precis?
- i) What is glossary? Should it be added to report?
- j) What should a title page of a report contain?

Section - B

(4 × 5 = 20)

Q2) Explain the major types of Reports.

Q3) You are a manager of a beverage company. Your company is launching a new Health drink. You are to conduct a meeting to decide the marketing strategy. Prepare an agenda for the meeting.

- Q4)** a) What are the important points to focus on while preparing your bio-data?
b) How official correspondence is Different from regular correspondence?

Q5) How can Presentations be made more effective?

Q6) How to write book references and research paper references. Give two examples of each.

Section - C

(2 × 10 = 20)

Q7) Write an essay on any one of the following:

- a) Will the Internet bring people of the world closer together?
- b) The mass media, including TV, radio and newspapers, have great influence in shaping people's ideas
- c) Movie marketing

Q8) Write a precis of the following and suggest a suitable title:

Today the world economy is experiencing an unprecedented change. New developments in science and technology, media revolution and internationalization of and the ever-expanding competitive environment are revolutionizing the education scene. A paradigm shift has been noticed in education now a days, from 'national education to 'global education', from 'one time education for a few' to life long education for all', from 'teacher-centric education' to 'learner centric education'. These changes make new demands and pose fresh challenges to the established education systems and practices in the country. Because of interdependence and integration of world economy in recent years, the Indian higher education system has a new role and a challenge to provide to the nation and the world at large, skilled human power at all levels, having requisite knowledge and confidence to effectively confront the social and economic realities.

Q9) Write a letter to the dealer asking for a discount of ten percent for purchasing chairs for your office?